Sweet Home Alabama





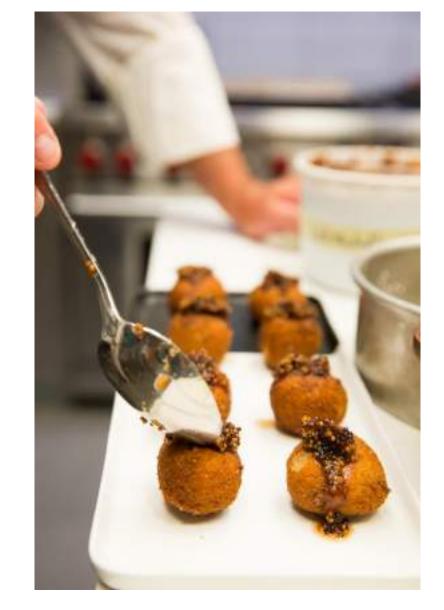
















Results





CONDÉ NAST

Traveler bon appétit









6 likes

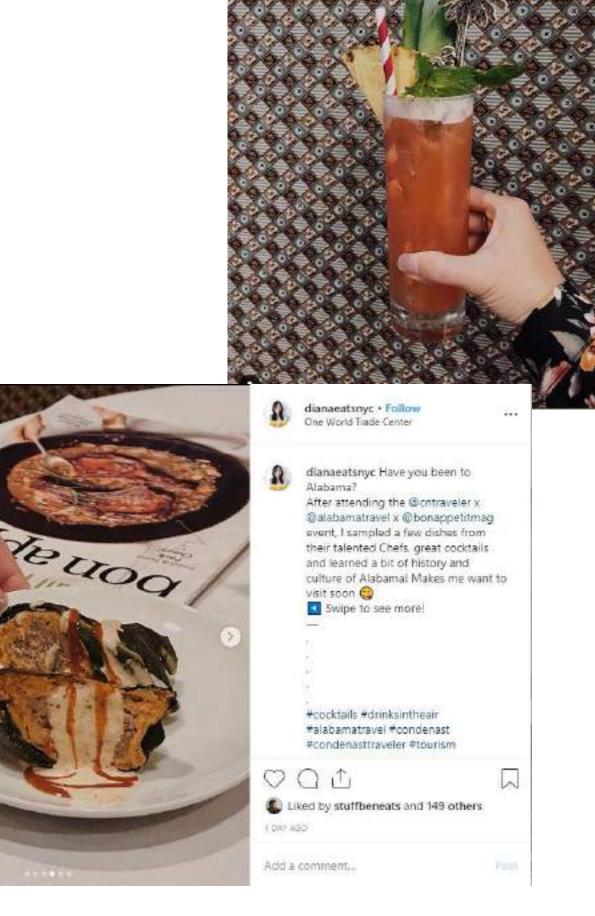
dancenico When you arrived late to the @bonappetitmag @alabamatravel event, so they hook you up with ALL the apps at once! Great event, awesome people, and being back in the Bon Appetit Test Kitchen was a pleasure! Thank you!

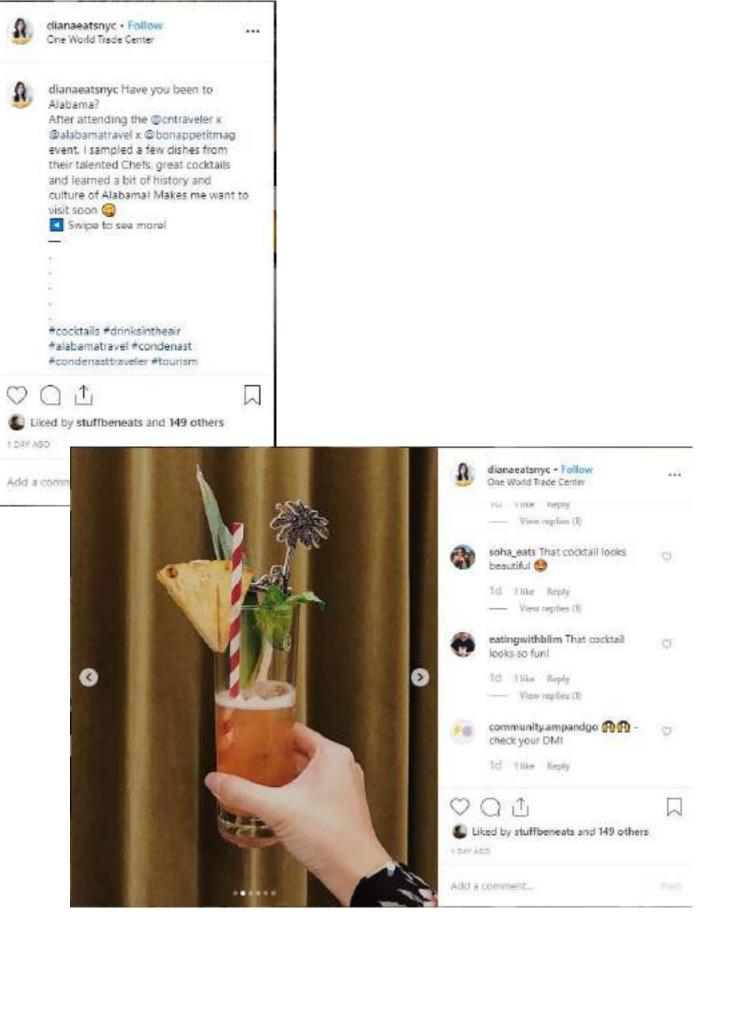
58 minutes ago

Results





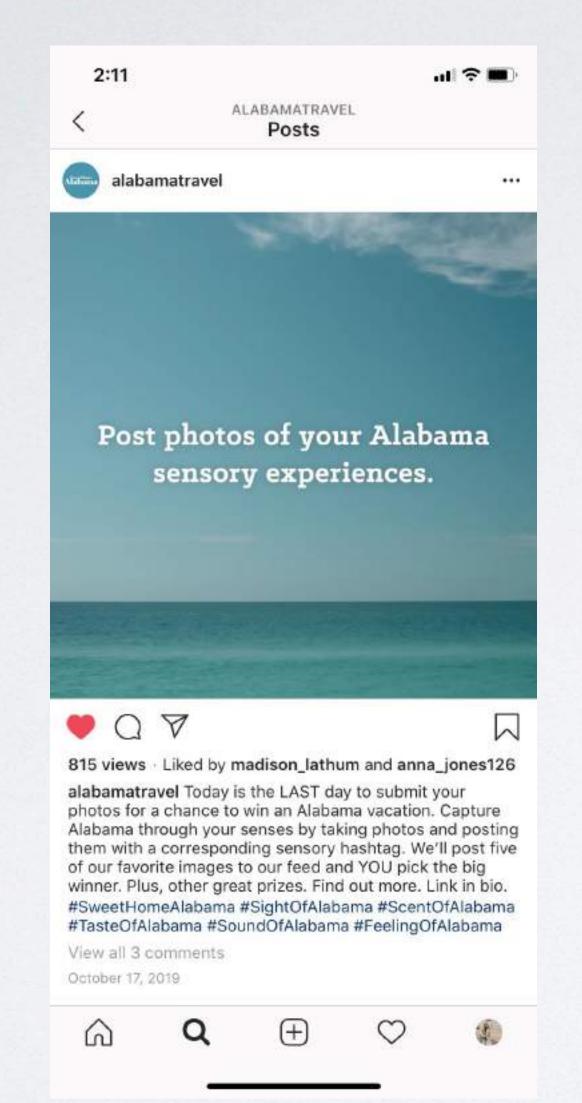


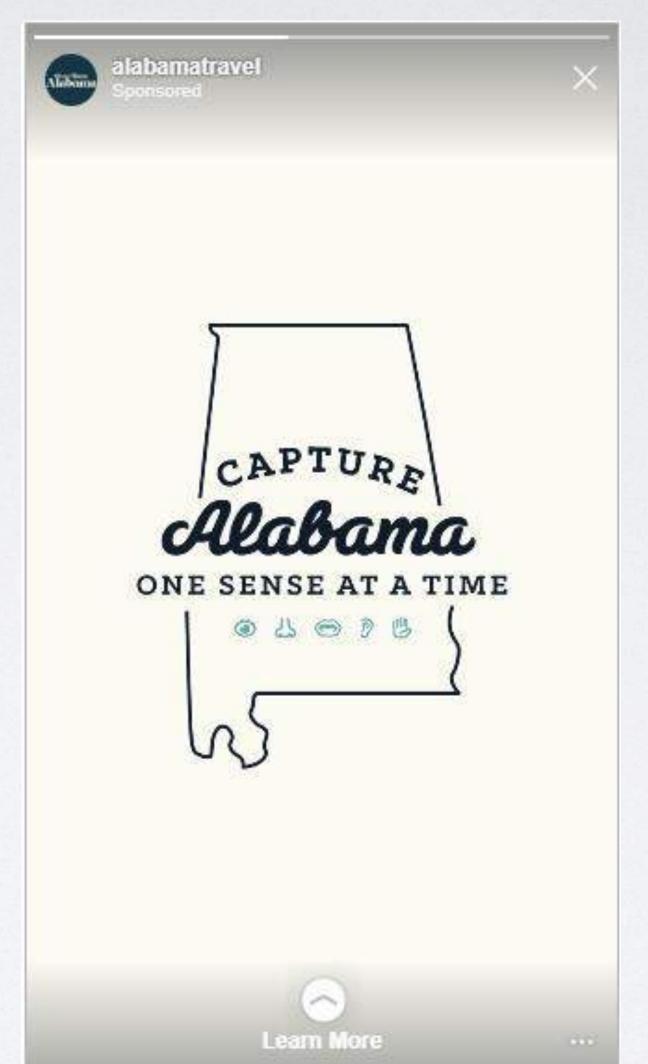


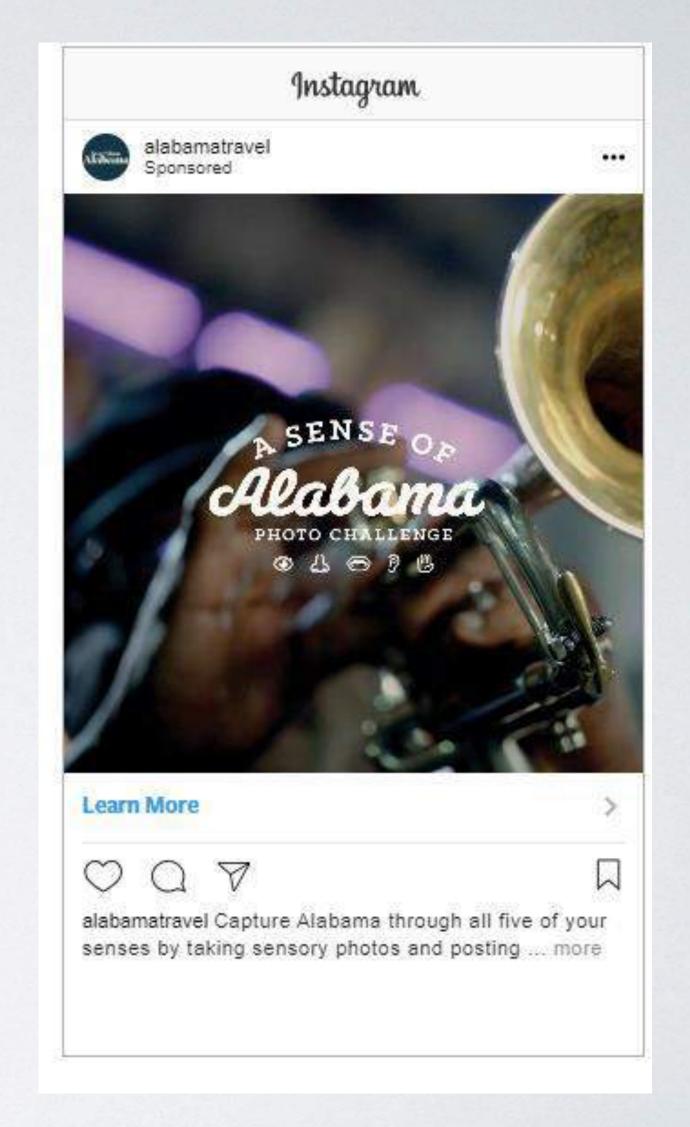


Take your five senses on an Alabama photo hunt

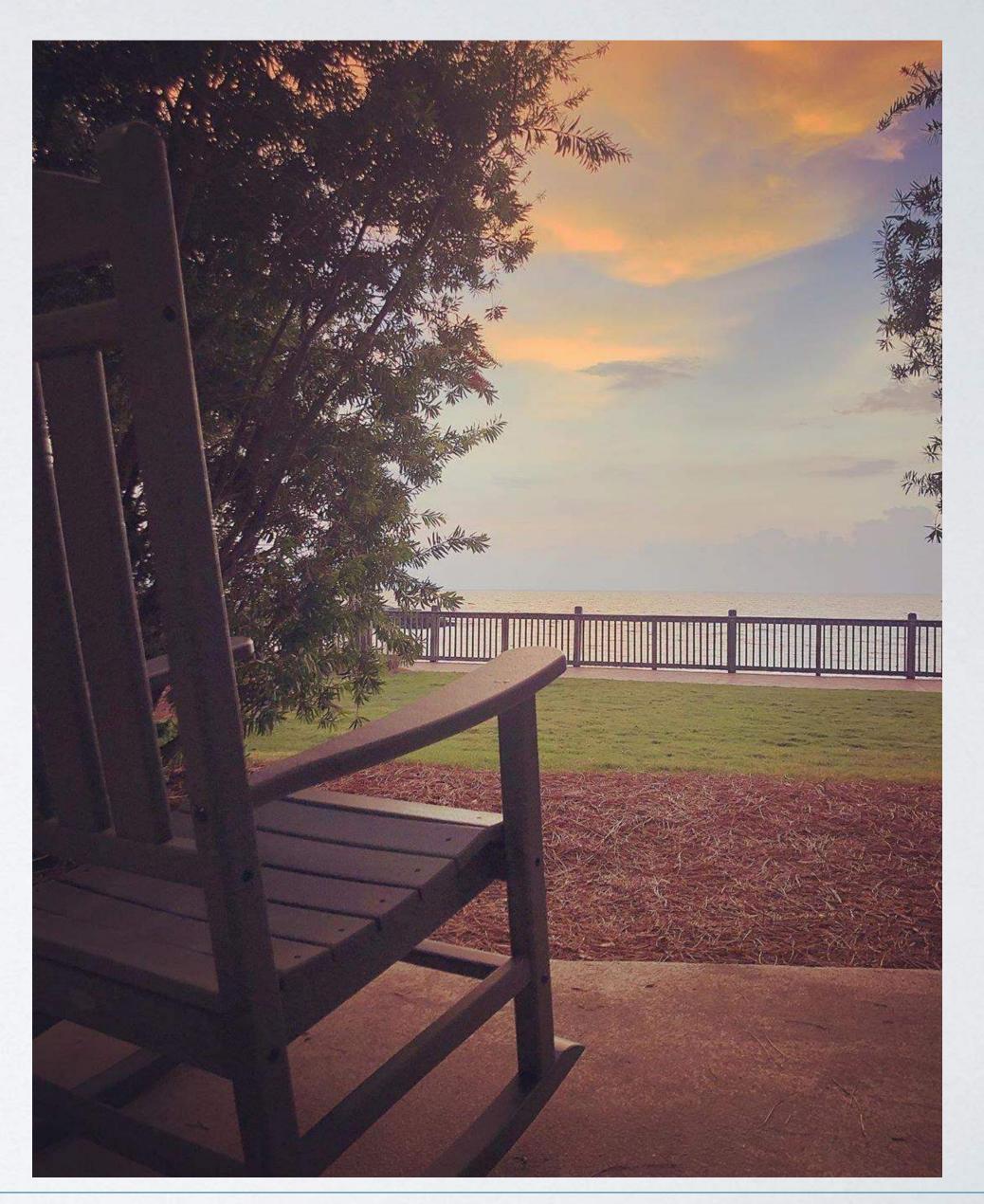






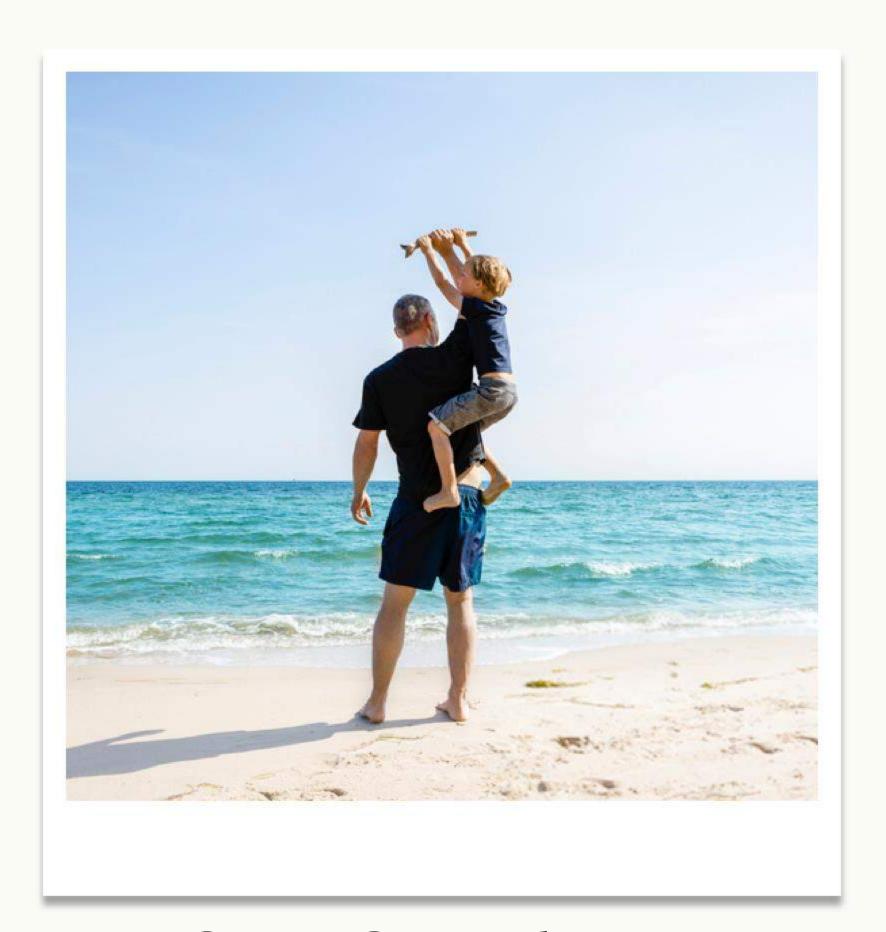








Five Finalists

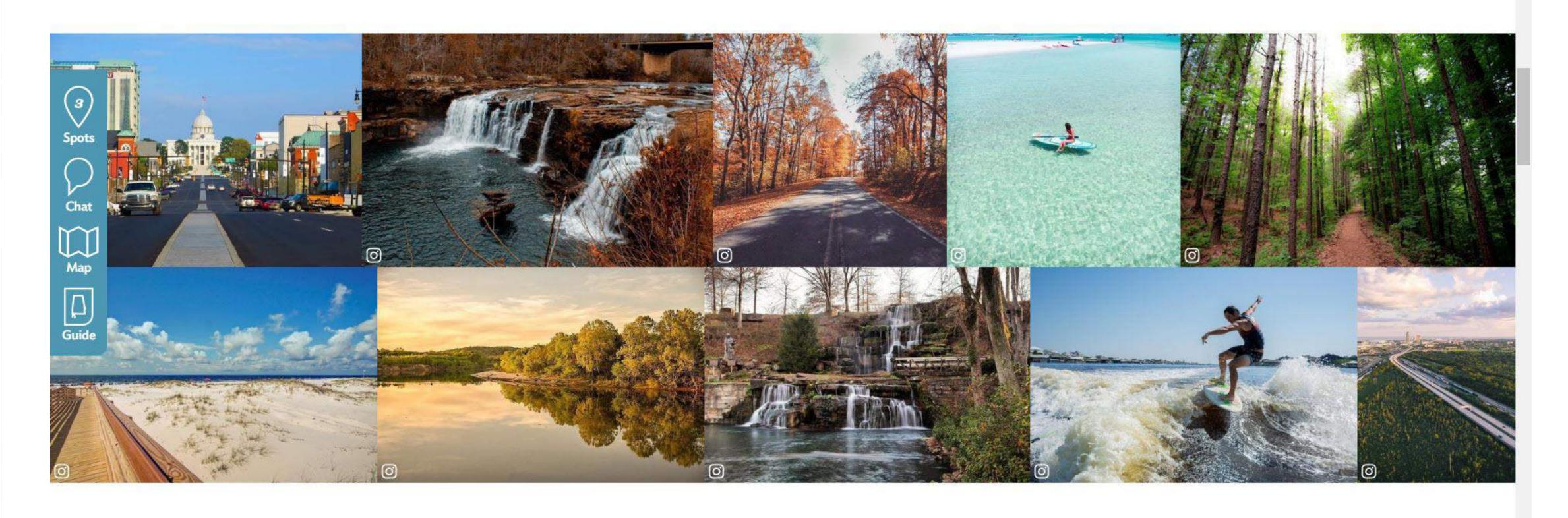


One Grand Prize

The All New Alabama. Travel!

#SweetHomeAlabama

Share your vacation shots using our hashtag on Instagram for your chance to be featured.



Get to Know Alahama



the president and the first of the president of the first of the first

The All New Alabama. Travel!

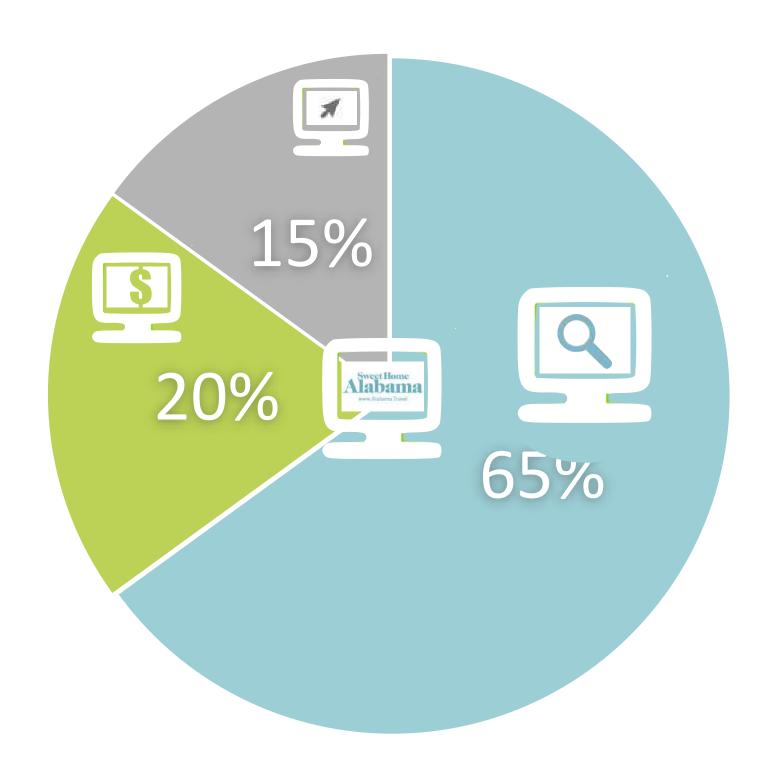








2019 Site Visits





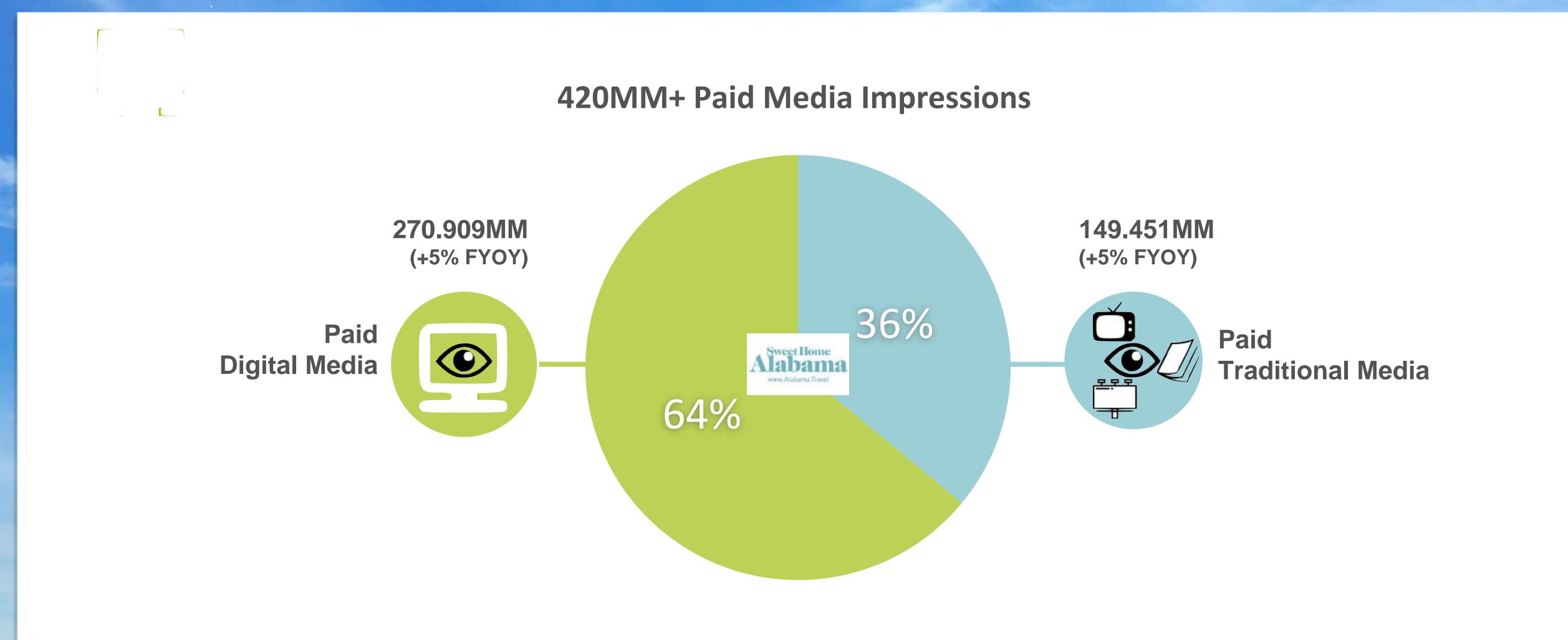
1,721,759 Site Visits — 431,636 Partner Links

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FY19 Paid Media Impressions









2019 Paid Media Presence

















































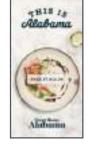




















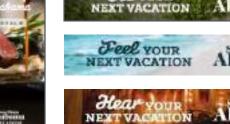














































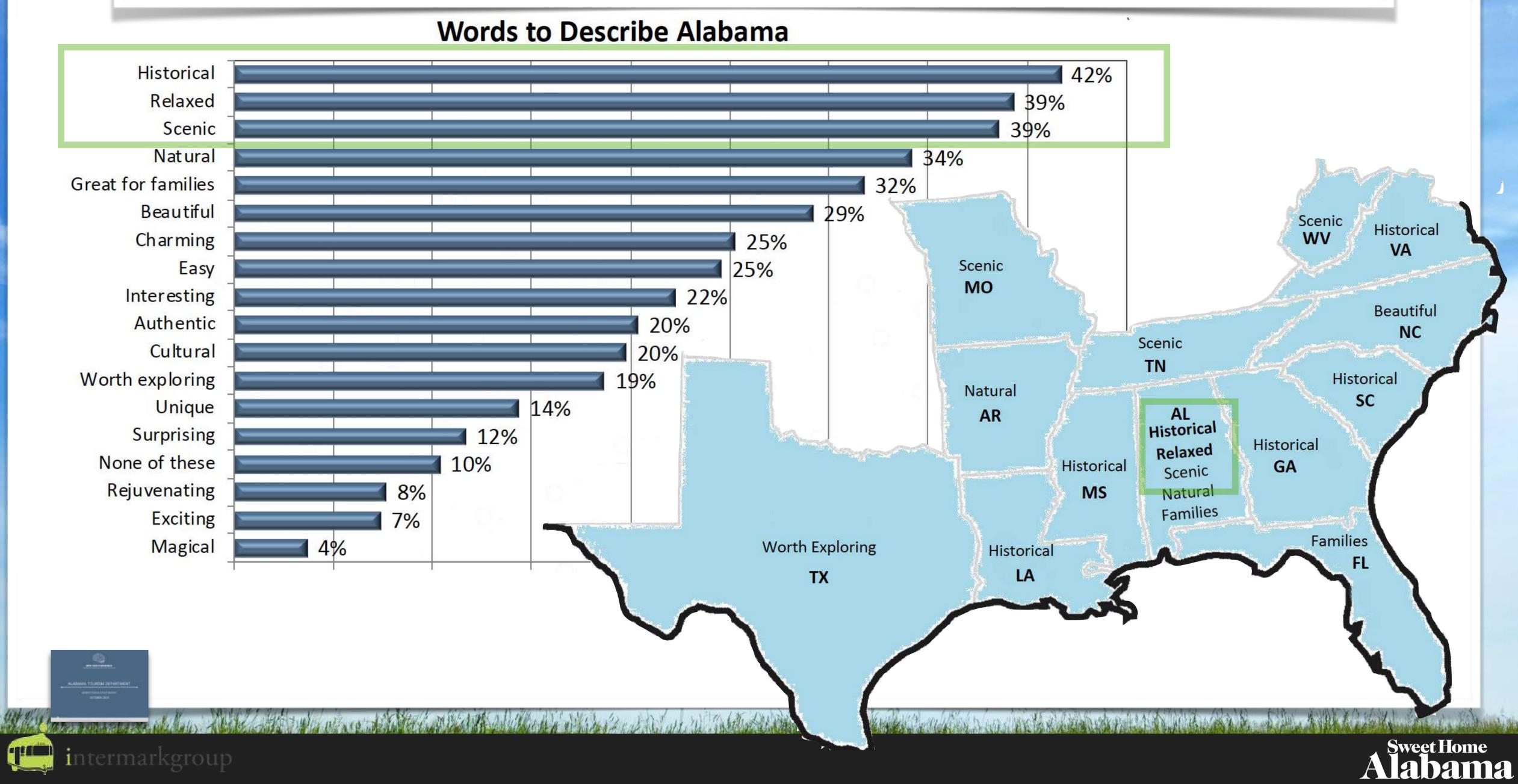






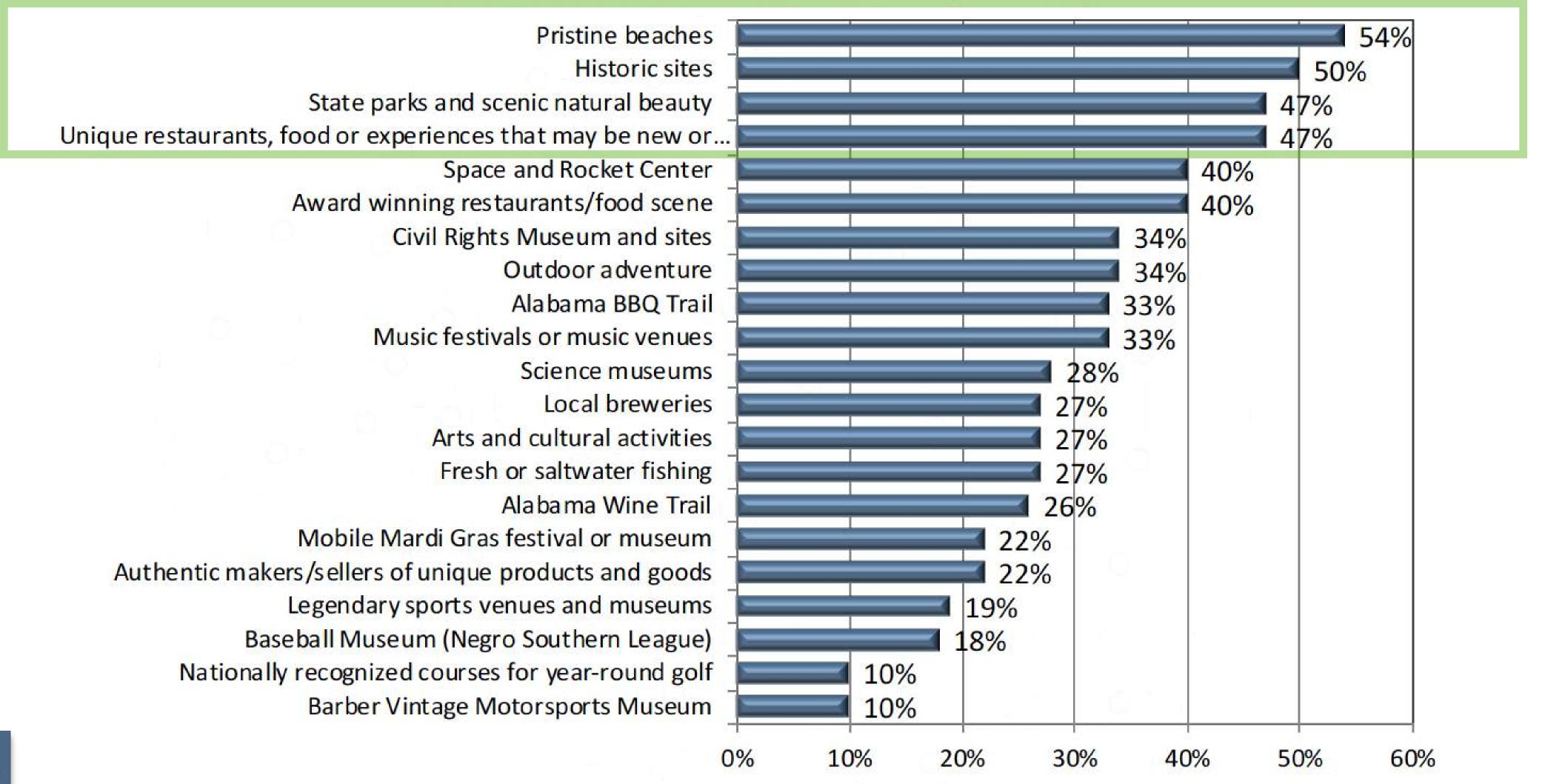


"Historical" Shift In Description



A "Historical" Rise In Interest

Interest in Alabama Destinations (n=1101)

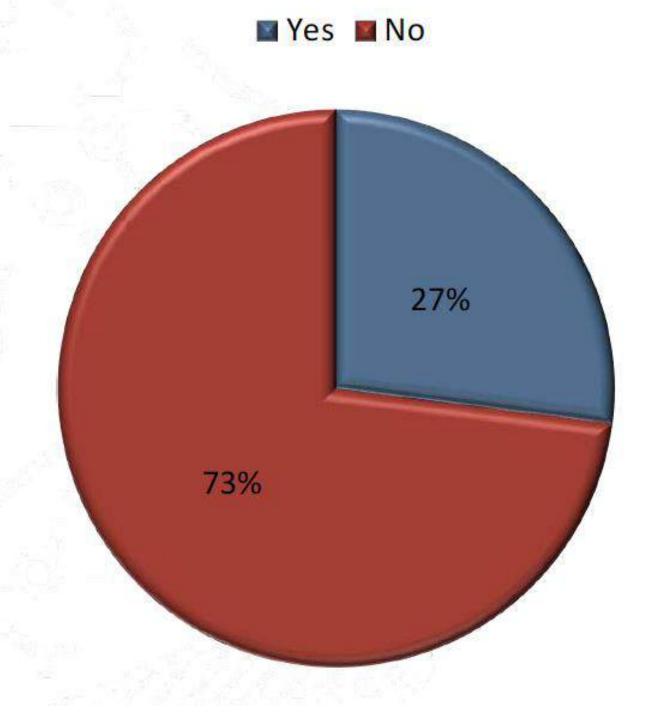




Strong Ad Awareness

States	Ad Recall
Florida	47%
South Carolina	27%
Tennessee	27%
Texas	21%
Louisiana	20%
North Carolina	19%
Michigan	17%
Georgia	16%
Arkansas	14%
Virginia	14%
Mississippi	13%
Missouri	12%
Kentucky	11%
West Virginia	10%
Oklahoma	9%

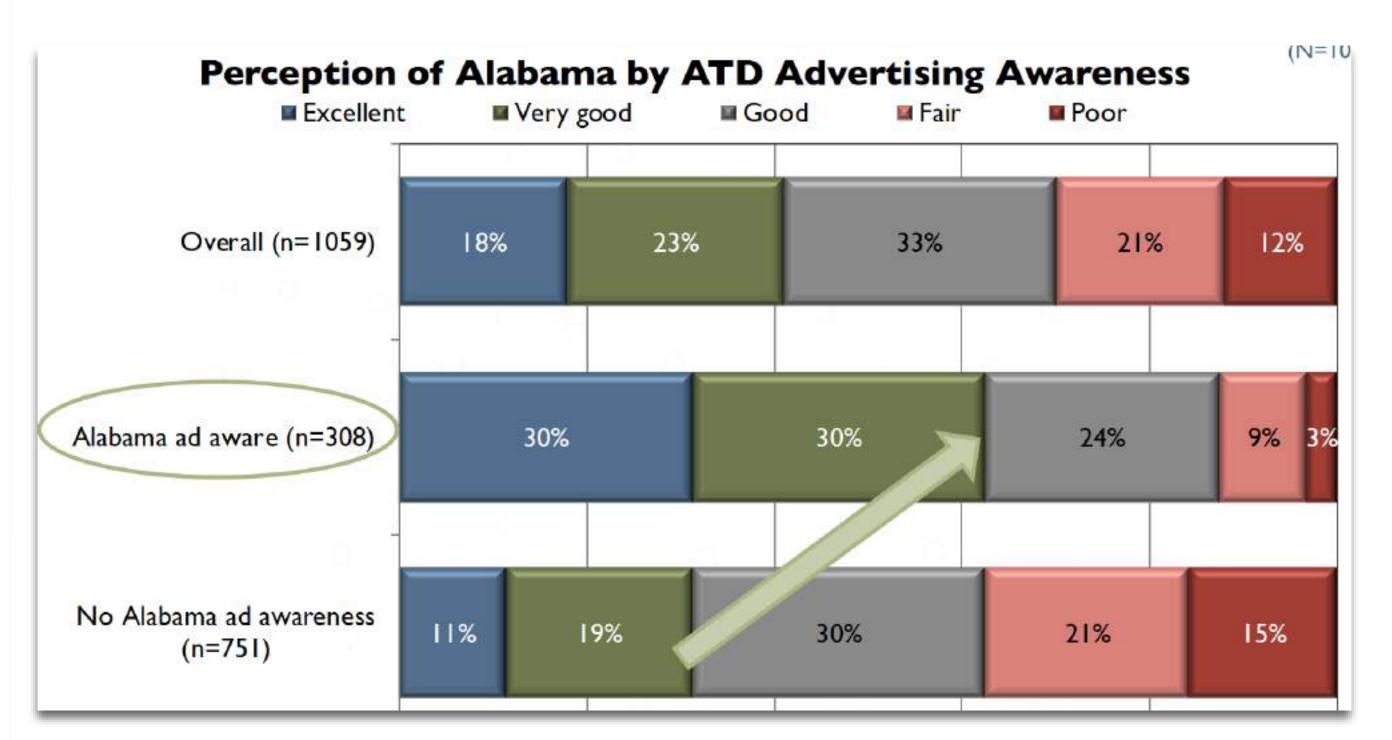








Advertising Drives Perception



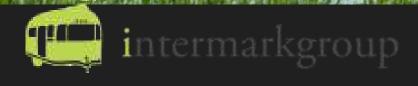
Those who recalled 2019 ATD advertising were significantly more likely to have positive perceptions

of Alabama for a vacation destination.

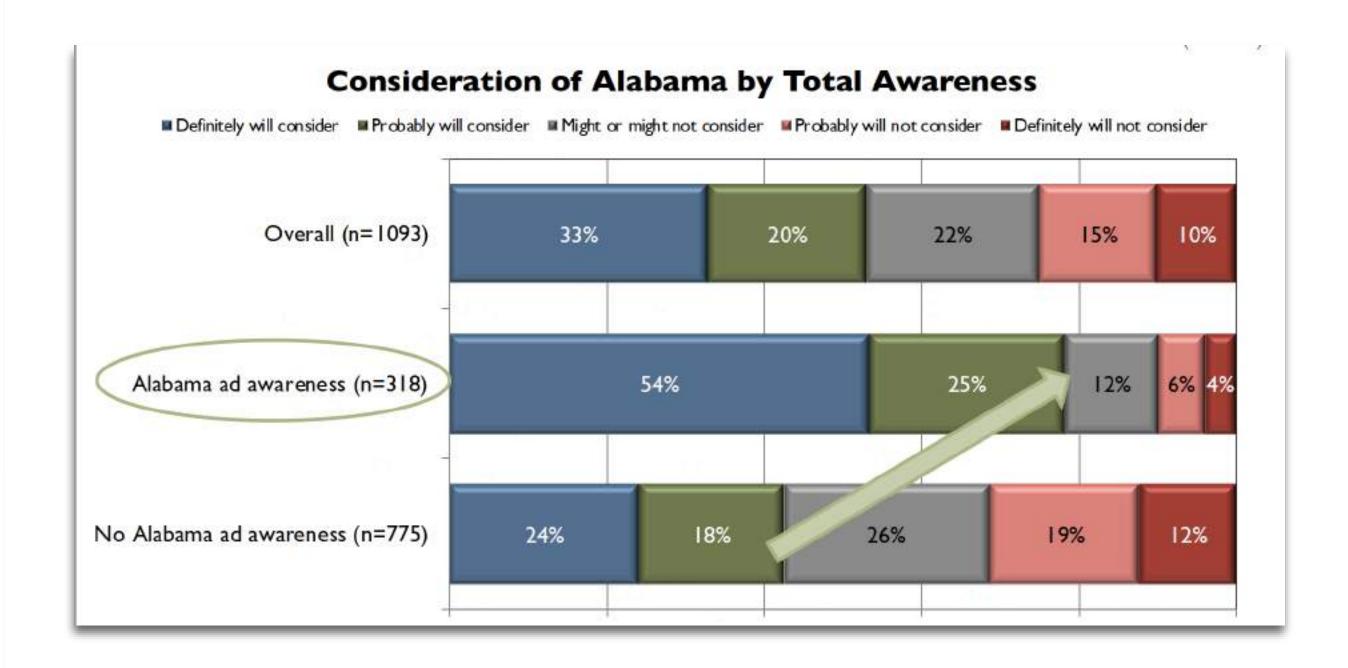


Top 2 box scoring





Advertising Drives Consideration



Those who recalled 2019 ATD advertising were significantly more likely to consider Alabama for a vacation destination.

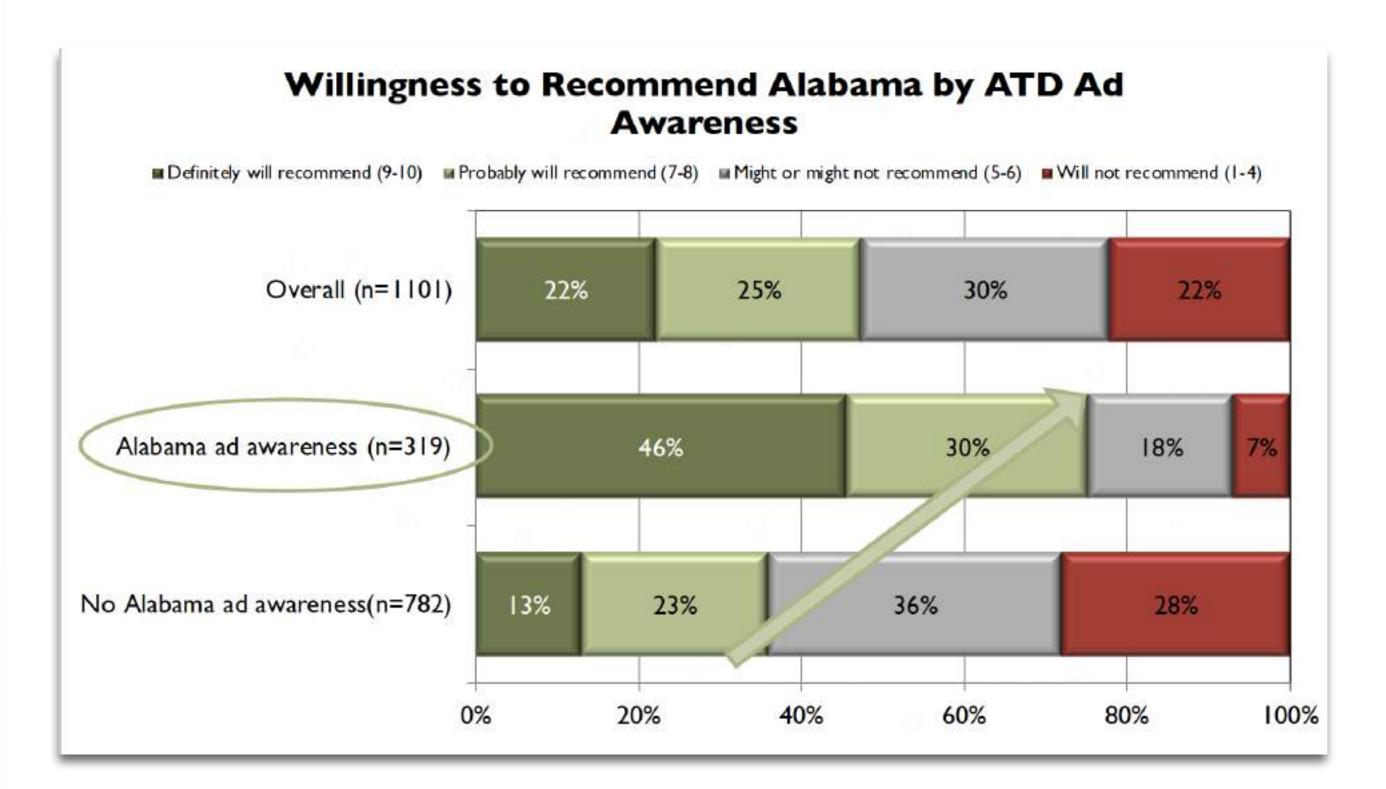


Top 2 box scoring





Advertising Drives Advocation



Those who recalled 2019 ATD advertising were significantly more likely to recommend Alabama for a vacation destination.

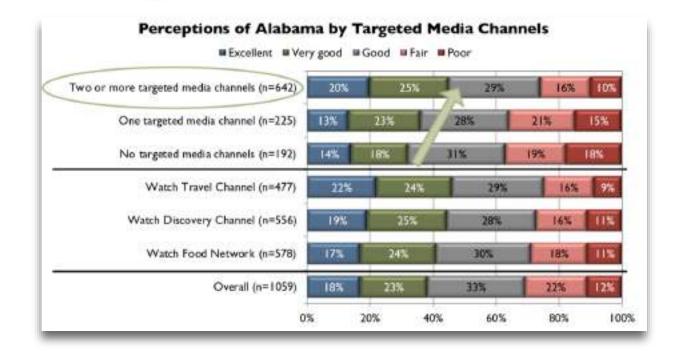


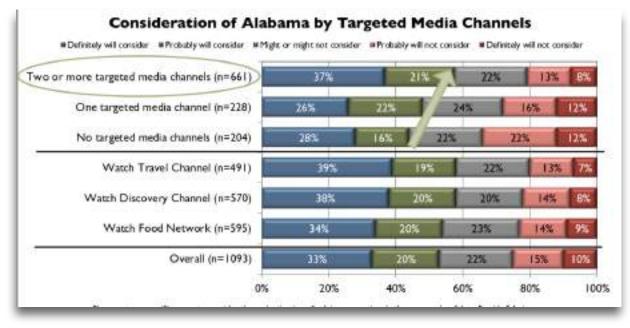
Top 2 box scoring

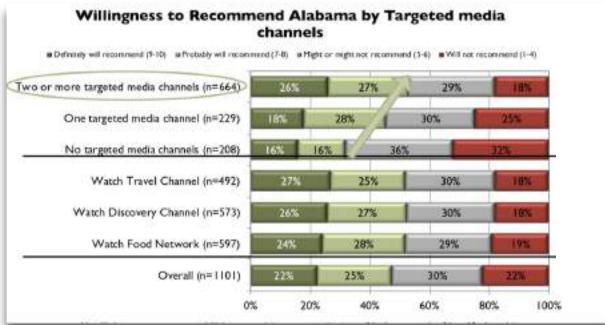




Continued Validation of Media

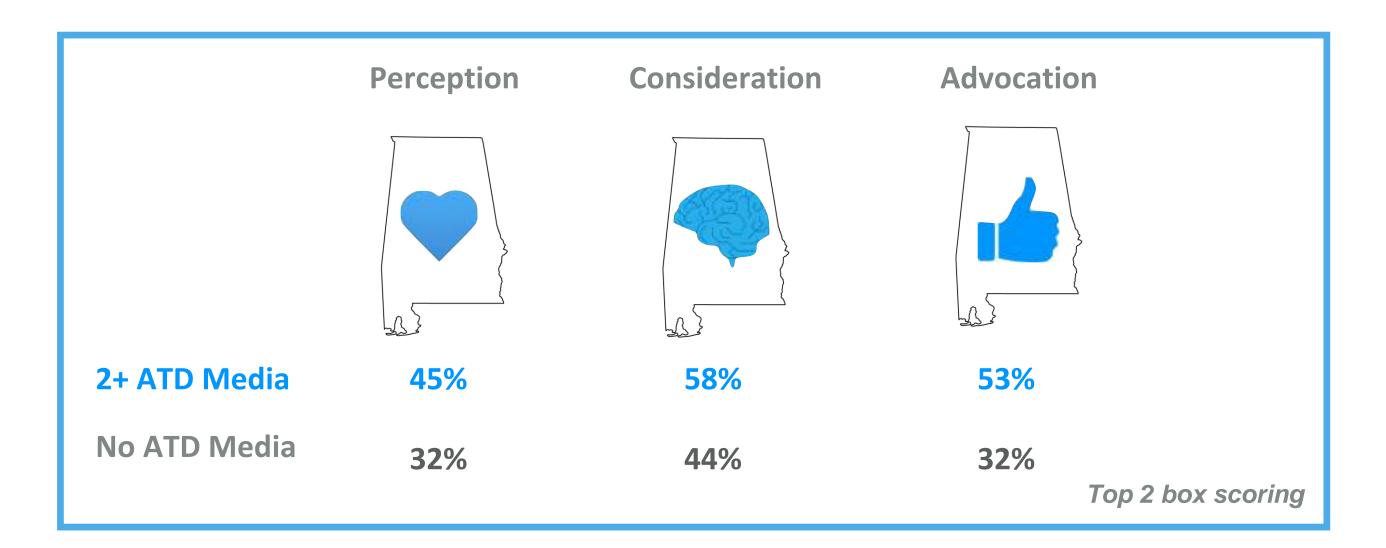




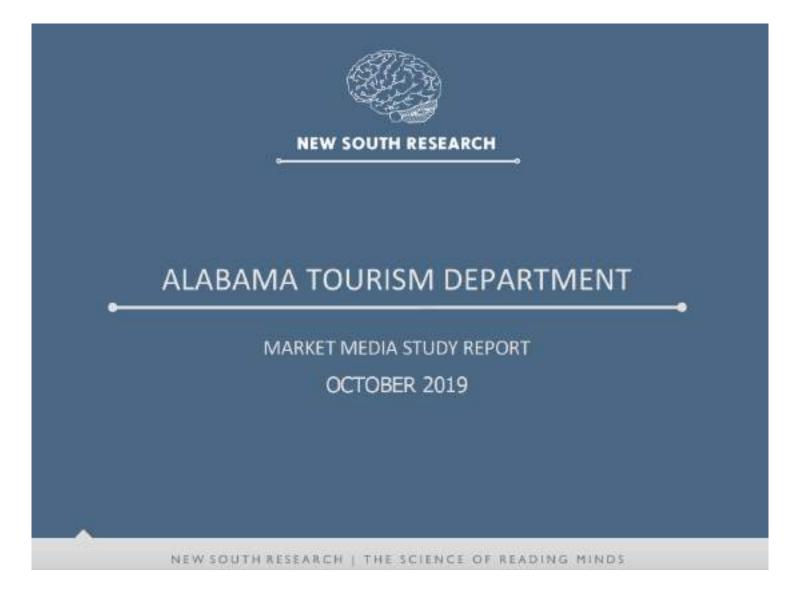


ALADAWA TOLERIA EXPARTMENT

Those who consumed two or more ATD targeted media channels were significantly more likely to have positive perceptions, strong consideration and willingness to recommend Alabama for a vacation destination.



Extended Ages



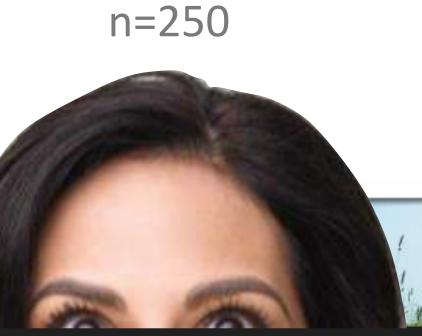
35-54

30-34

n=1000

55-60

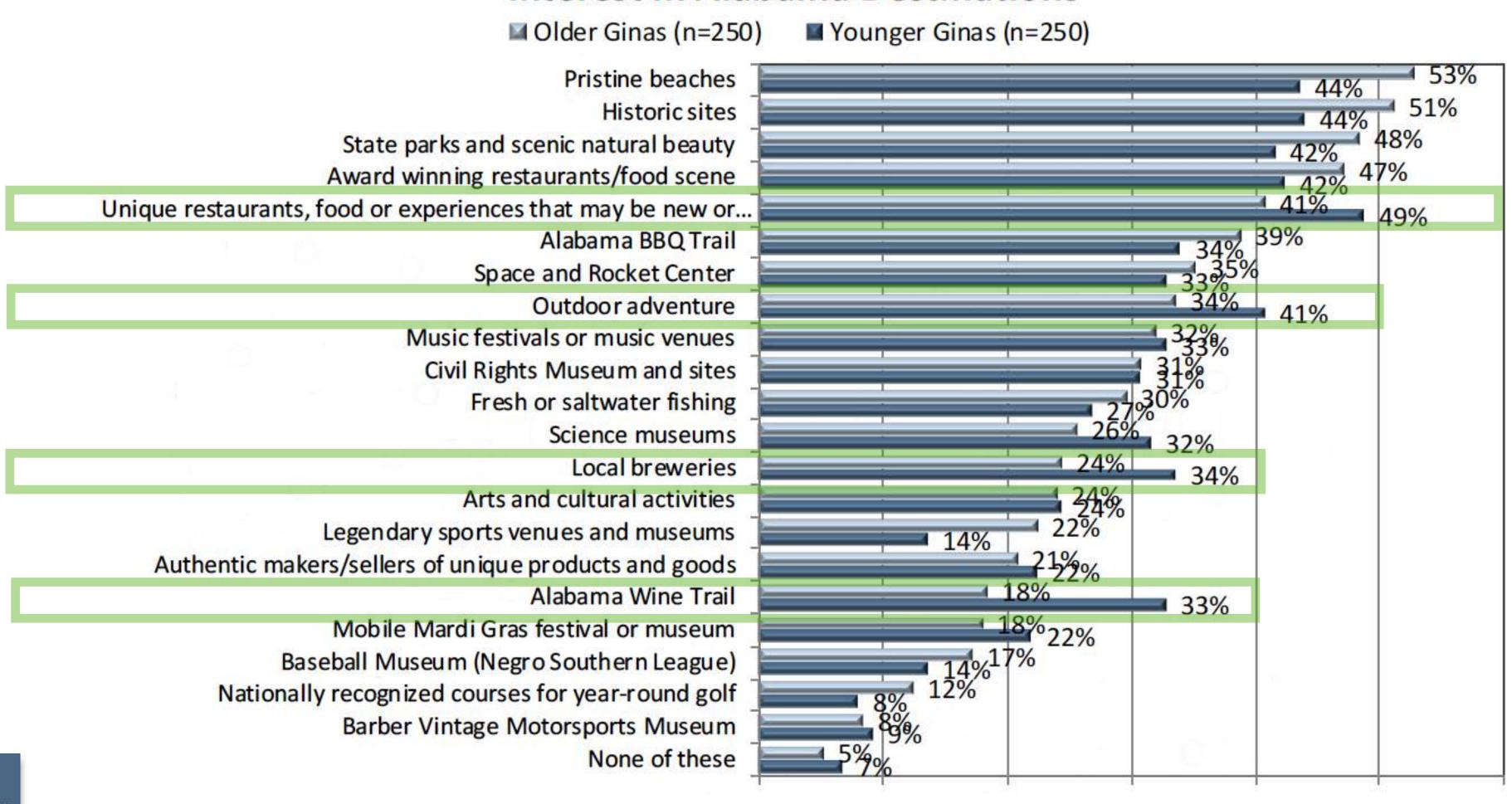
n=250





Younger Gina Highlights

Interest in Alabama Destinations





Younger Gina Highlights

	Younger Ginas (n=230)	Older Ginas (n=214)
YouTube	84%	83%
Facebook	80%	89%
Instagram	77%	63%
Pinterest	62%	57%
Snapchat	47%	29%
Twitter	43%	45%
Yahoo.com	36%	44%
CNN.com	24%	26%
New York Times.com	20%	16%
Traveler.com	8%	9%
Bon appetit.com	7%	5%
Epicurious.com	4%	7%





Younger Gina Highlights

Importance Attributes - Tourism Website - Top

	Younger (n=250)	Older (n=250)
Pictures and comments taken by people who have visited the destination themselves	45%	35%
Calendar to see what specific events are happening during your trip timeframe	44%	39%
Easy exploration of variety of tourism offerings	43%	41%
Direct links to attraction/lodging/activity/event websites for more information	40%	38%
Ability to search accommodations and make reservations directly on the tourism website	37%	36%
Easy to use trip tools to personally customize a potential trip plan	33%	30%
Exposure to more undiscovered destinations	32%	31%
Exposure to most popular destinations	29%	38%

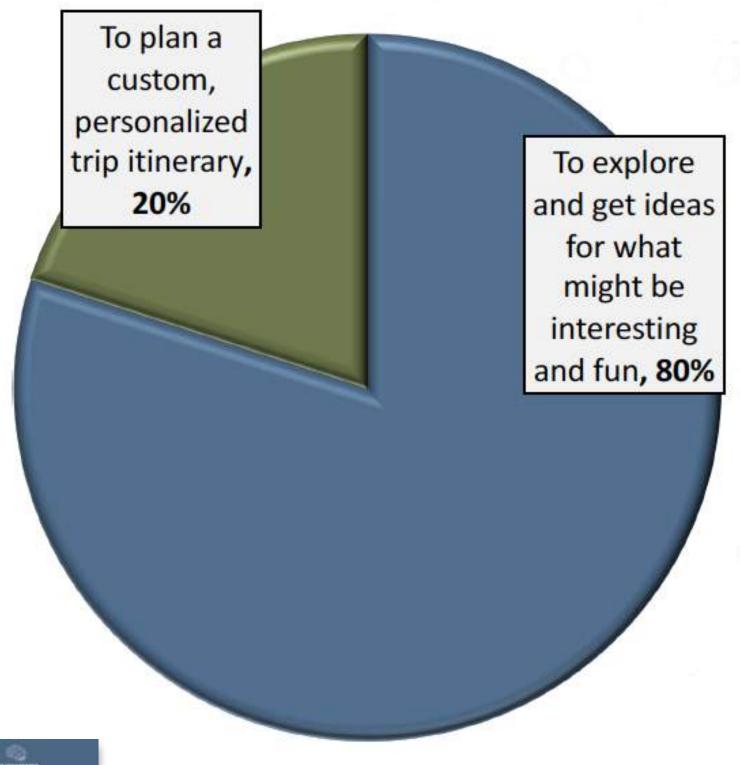
Top box scoring



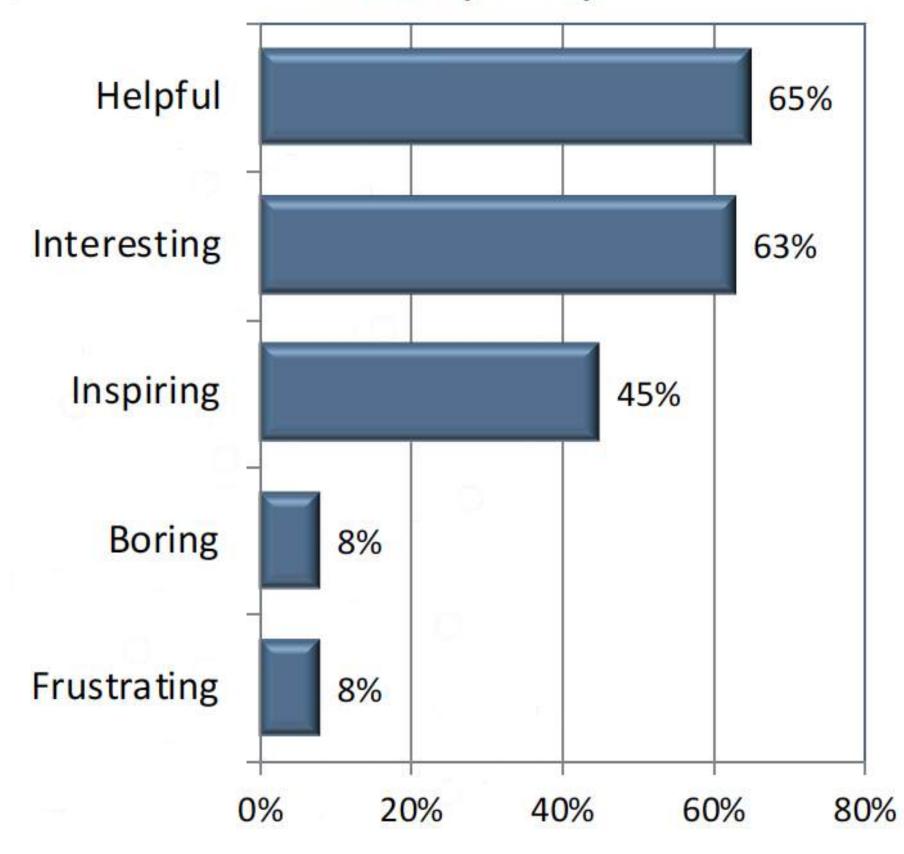


Strong Validation Of Website Approach

Tourism Website - Primary Objective (n=1101)



Words to Describe Alabama's Tourism Website (n=150)





Key 2020 Guidance Based On Research and Analysis

Continuation Rationale

Overall paid advertising and media approaches were measurably effective.



Recommended Optimization

Revisit and shift digital spend to bolster key seasonal planning peaks.

2

Brand+Product combination strategy was measurably effective.



Expand Brand platform based on research. Enhance digital Brand and Product units for engagement.



Alabama.travel continued site enhancement is warranted based on research.



Continuous site SEO enhancement.

Utilize/integrate paid social and site content.





Purposeful Platform Initiatives

Brand platform



Image

Awareness Broad consideration **Emotional differentiation**

Product platform



Promotion

Focused consideration Exploration Trial

Experience platform

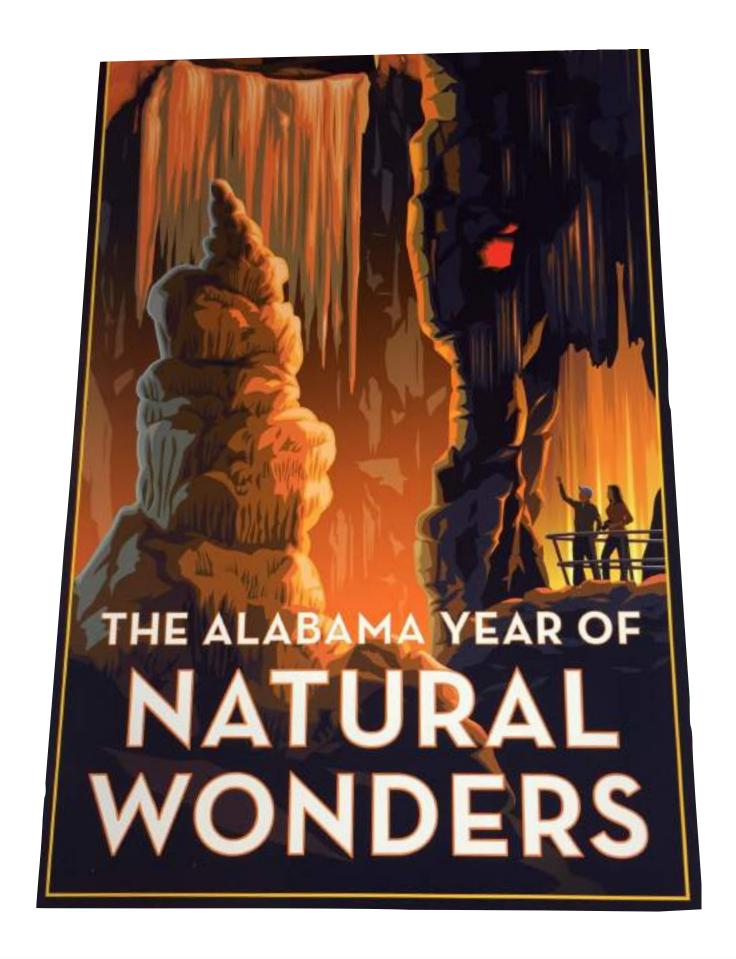


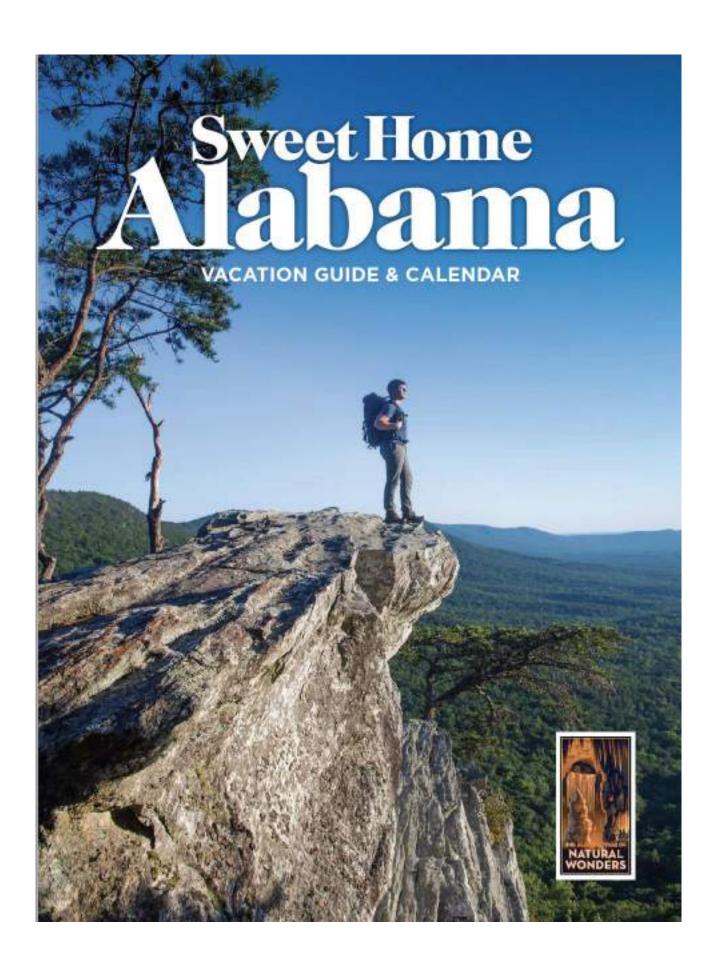
Engagement

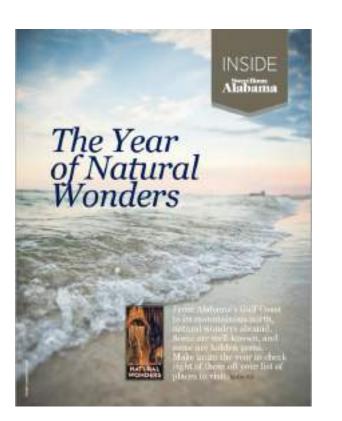
Accessibility Advocation Loyalty



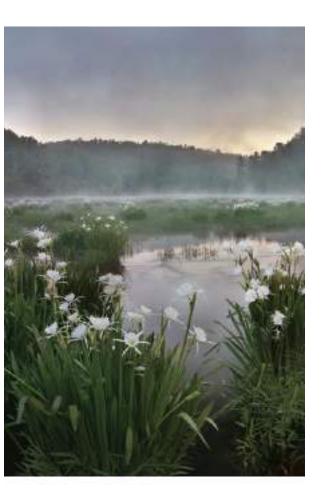
Alabama Natural Wonders





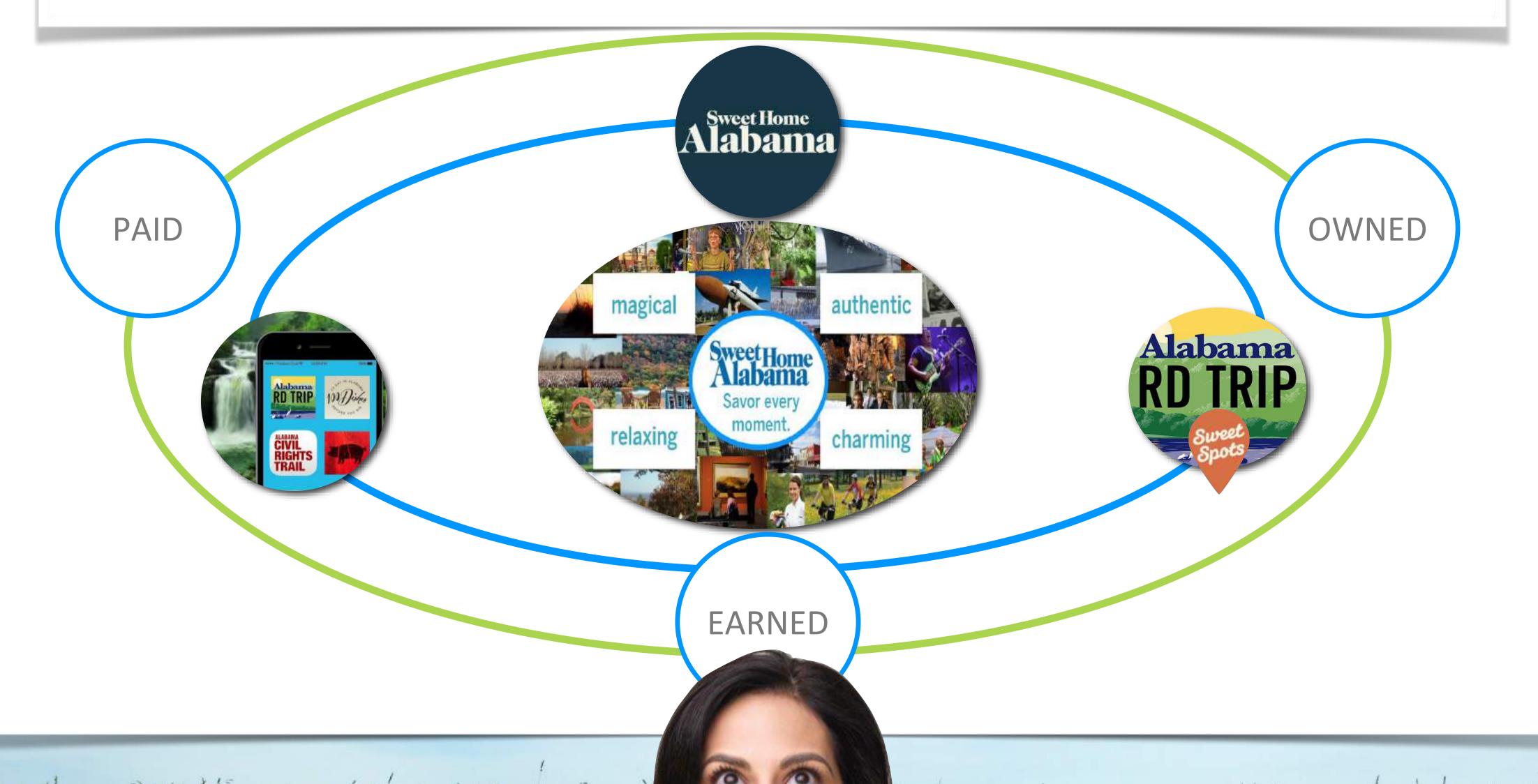




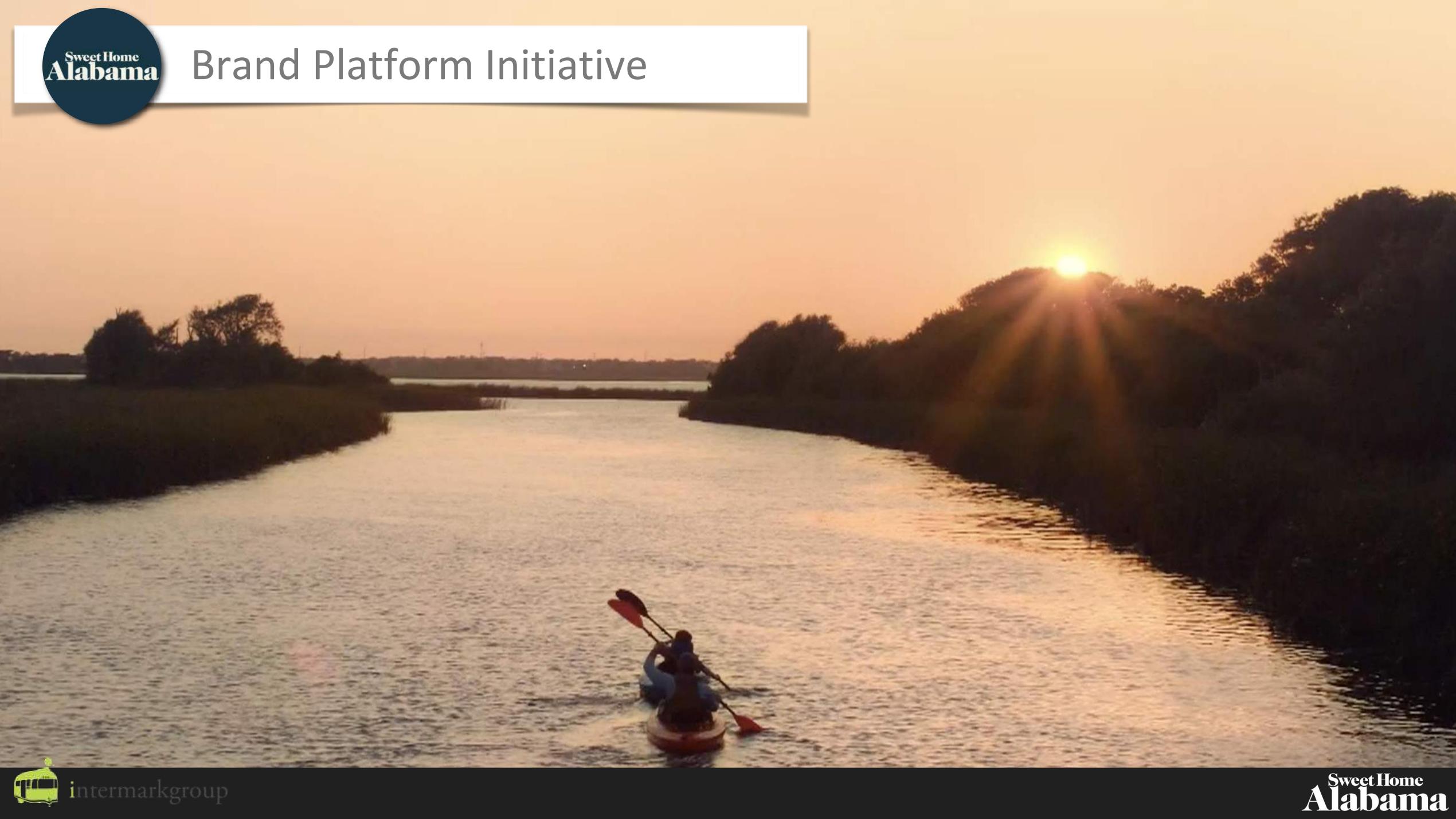




General ATD Support System









BUDGET 56.2%

(74% paid media, 26% prod.)

Description Utilize existing SHA brand campaign assets and expand with high interest attractions.

(TV, print, experiential, digital, social)

Objectives

Drive awareness, broad consideration and emotional differentiation for AL as a destination.

Overall strategy

Communicate our magical, charming, authentic and relaxing character to distinguish AL as a

uniquely rewarding destination with more to savor.

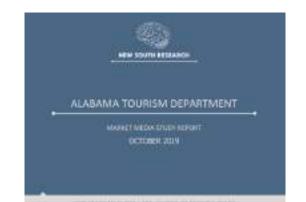
Enhance engagement of existing digital display and video ad units.



Sweet Home Alabama



Brand Platform Expansion Destination Interest Peaks



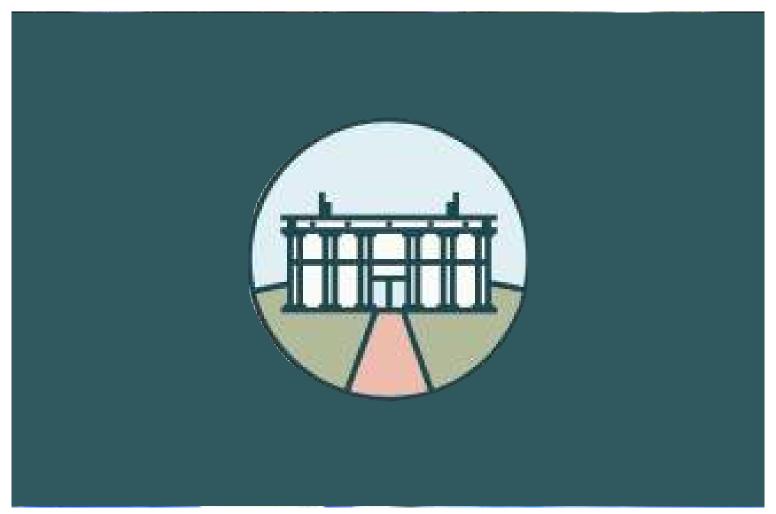
Pristine beaches



Brand Platform Expansion

Pristine beaches Historic sites



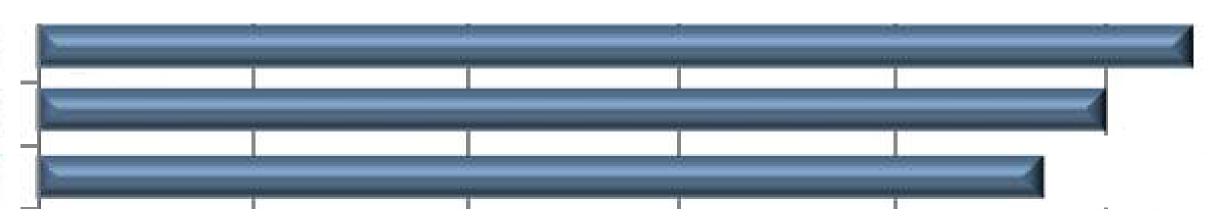


Brand Platform Expansion

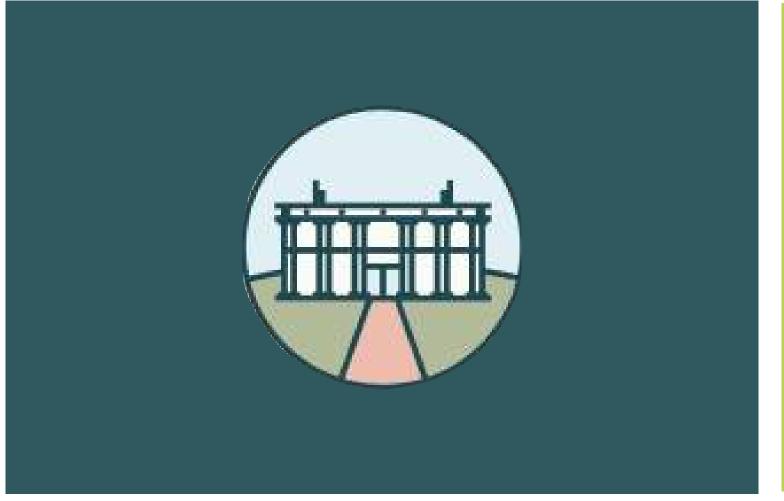
Pristine beaches

Historic sites

State parks and scenic natural beauty













PRISTINE BEACHES | VIDEO









Sand pipers running away as the waves crash on the beach

Children running away as the waves crash on the beach

A coastal breeze gently brings the sawgrass to life.



Here human curiosity is seamlessly woven into nature

Children listening to a shell creating a beautiful relationship between the two.

You see Sandpipers playing a synchronized game as they taunt the water.





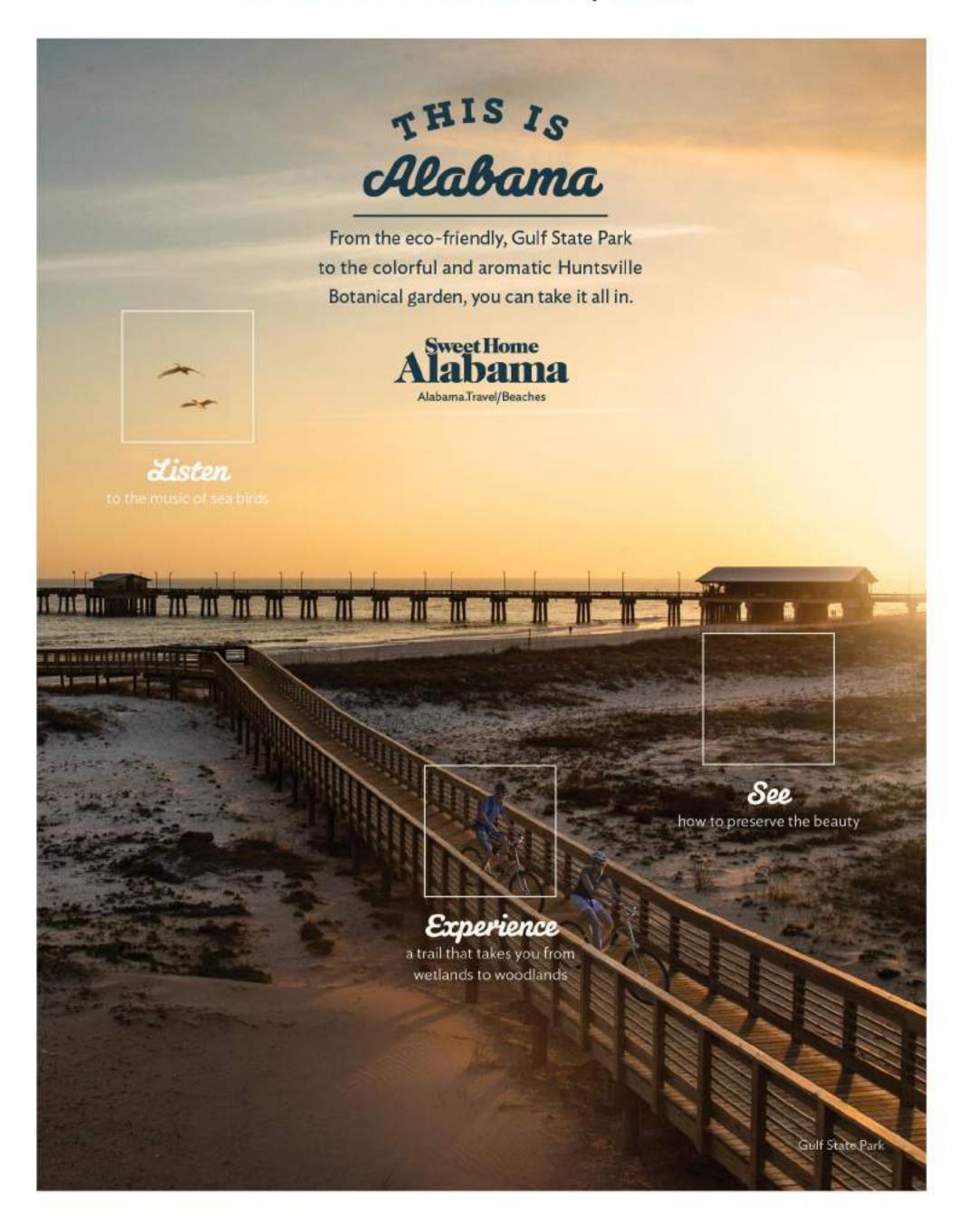




This is Alabama.

And when you're here, you can take it all in.

PRISTINE BEACHES | PRINT



PRISTINE BEACHES | DIGITAL BANNERS

The background image will change while the text animates on screen. We can create a few versions of this style, alternating the sense and the background image.









PRISTINE BEACHES EXTENSION

To further tell our pristine beaches story, we will showcase numerous destinations throughout the state on our website, advertorials, and social.







HISTORIC SITES | VIDEO



Drone shot mimicking an airplane taking off



You can almost feel the shockwaves from exploding anti-aircraft fire.





And hear the roar of a P-51 Mustang.







They were unwelcome, unappreciated, and very much underestimated









But in the end, their skills and not their skin color attested to their legendary status.

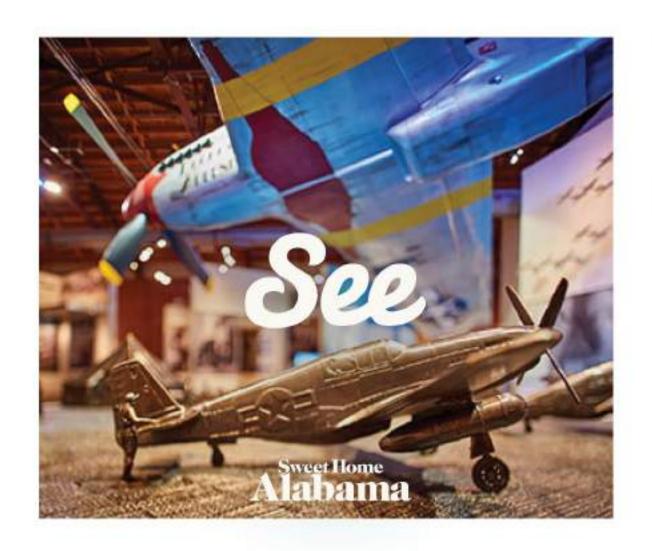
This is Alabama.

And when you're here, you can take it all in.

HISTORIC SITES | PRINT



HISTORIC SITES | DIGITAL BANNERS



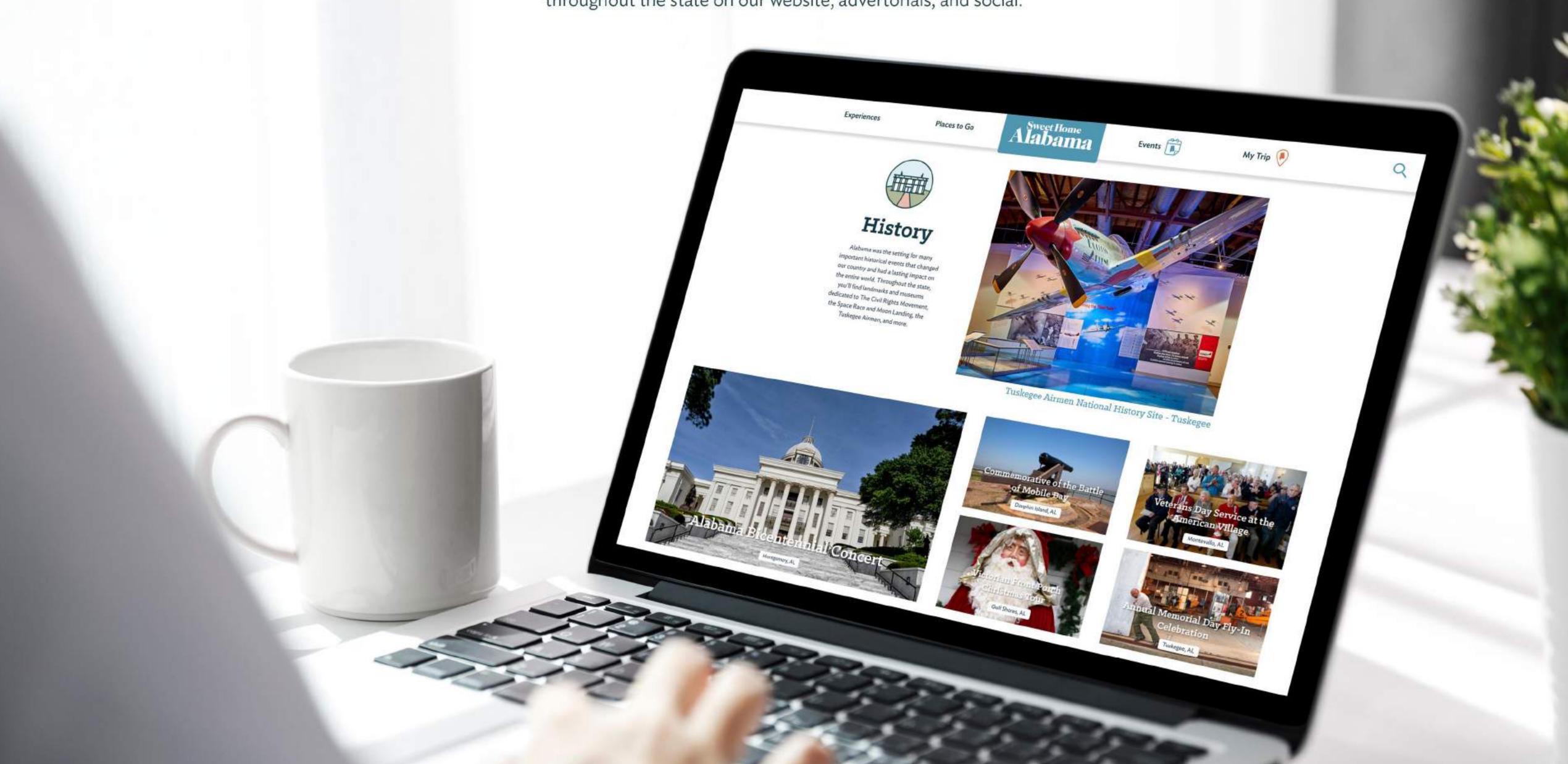




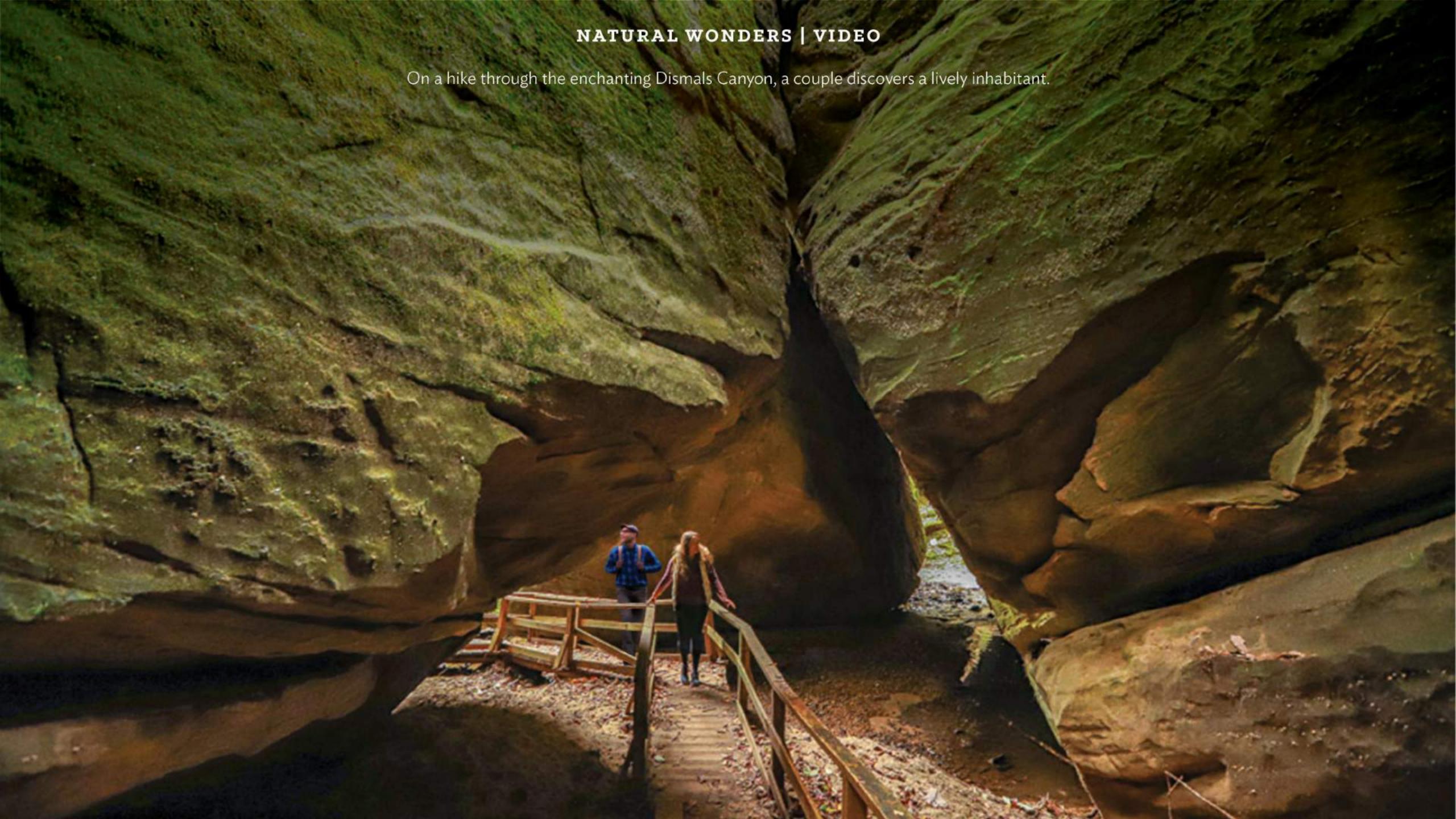


HISTORIC SITES EXTENSION

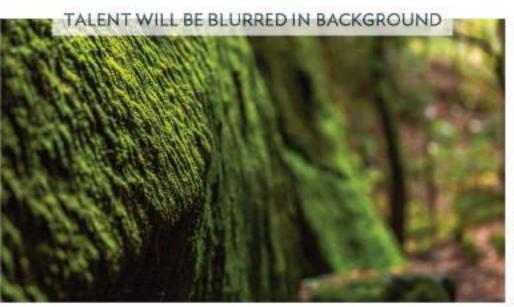
To further tell our historic sites story, we will showcase numerous destinations throughout the state on our website, advertorials, and social.



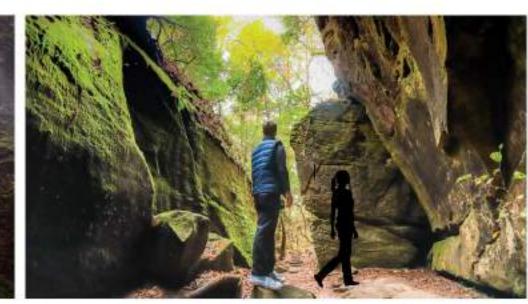




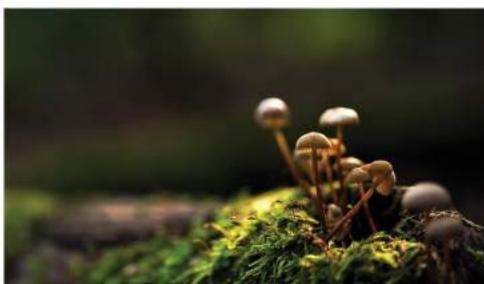
NATURAL WONDERS | VIDEO











As you move through, a lingering mist awakens your consciousness.











You hear the sound of rushing water as it carves the canyon.









Sweet Home
Alabama
Alabama
Alabama.Travel/Outdoors

DISMALS CARYON, PRIL CAMPBELL

And as you glimpse in the darkness,

luminescent creatures create colorful hues that intertwine and paint a radiant sheen.

This is Alabama.

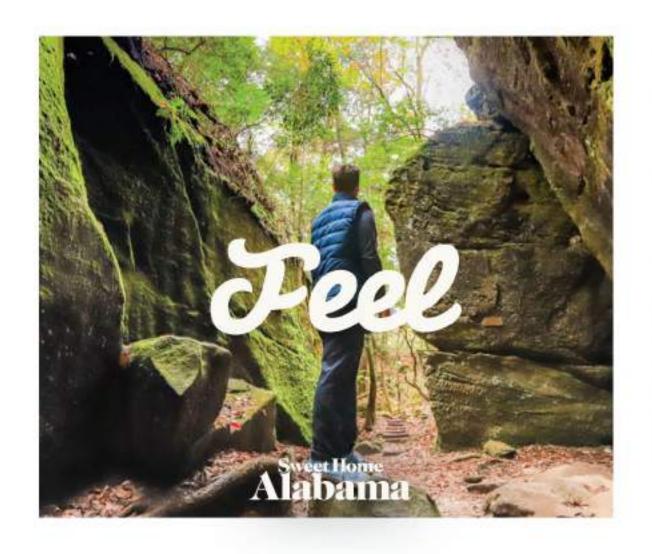
And when you're here, you can take it all in.

NATURAL WONDERS | PRINT

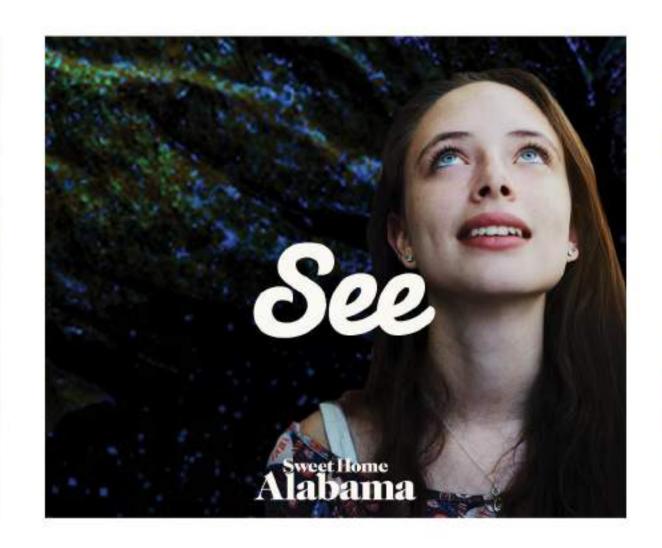


GLOW IN THE DARK

NATURAL WONDERS | DIGITAL BANNERS







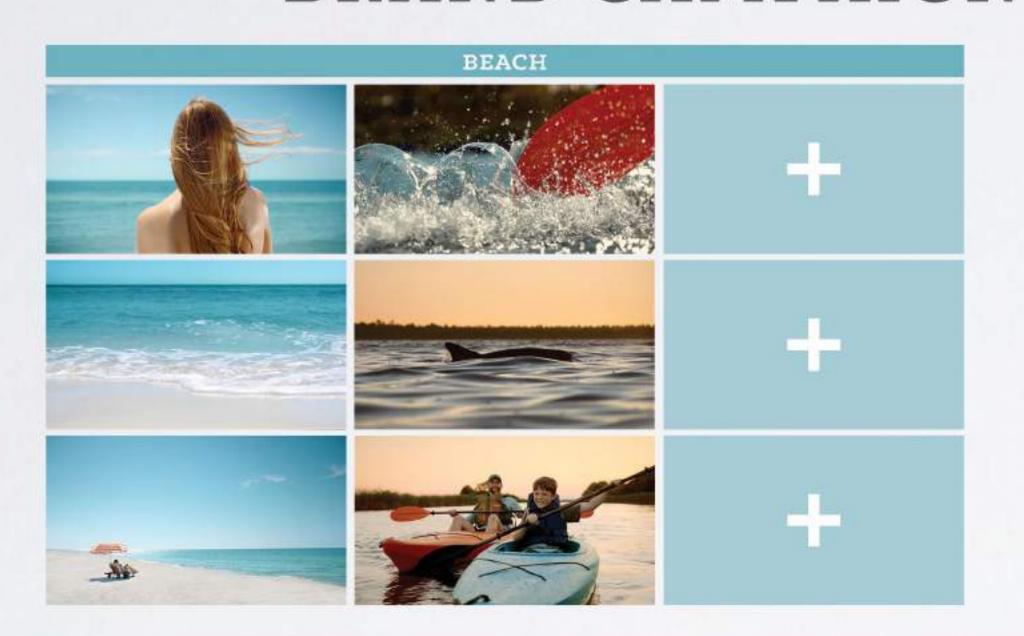


NATURAL WONDERS EXTENSION

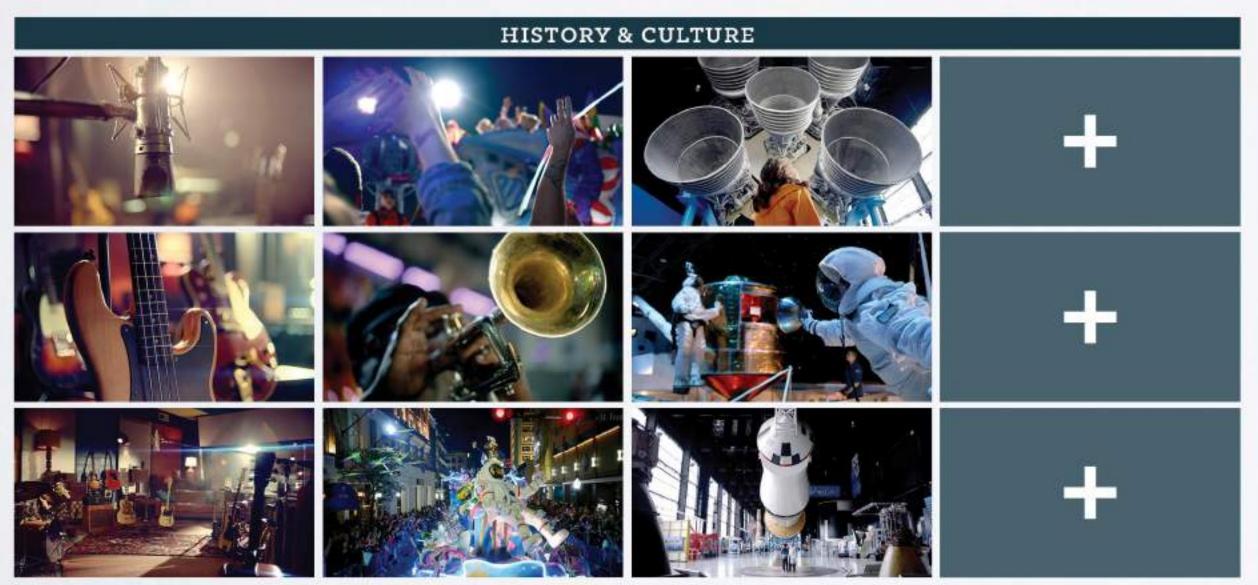
To further tell our natural wonders story, we will showcase numerous destinations throughout the state on our website, advertorials, and social.

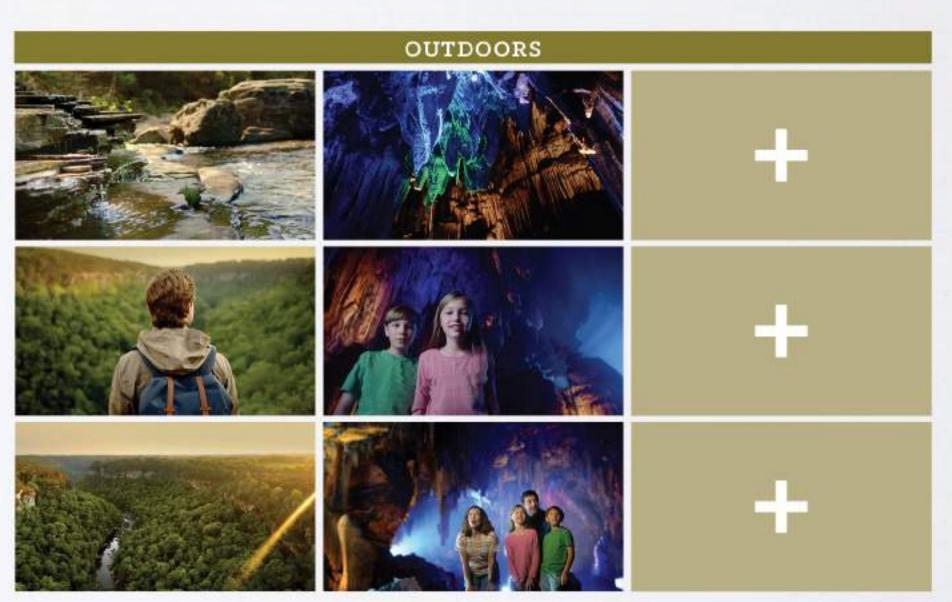


BRAND CAMPAIGN WITH ADDITIONS

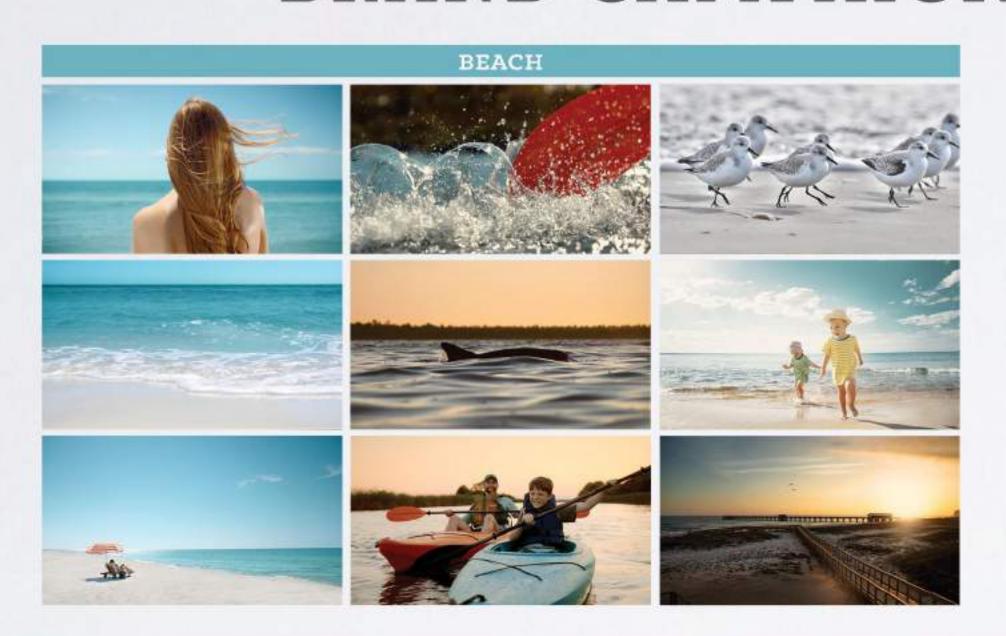




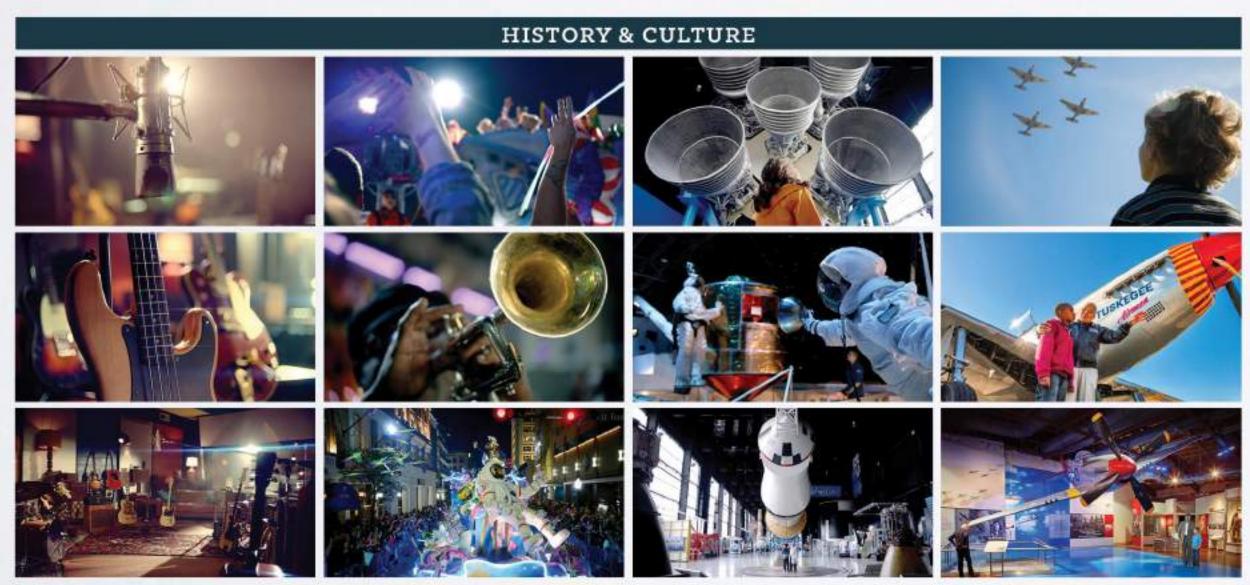


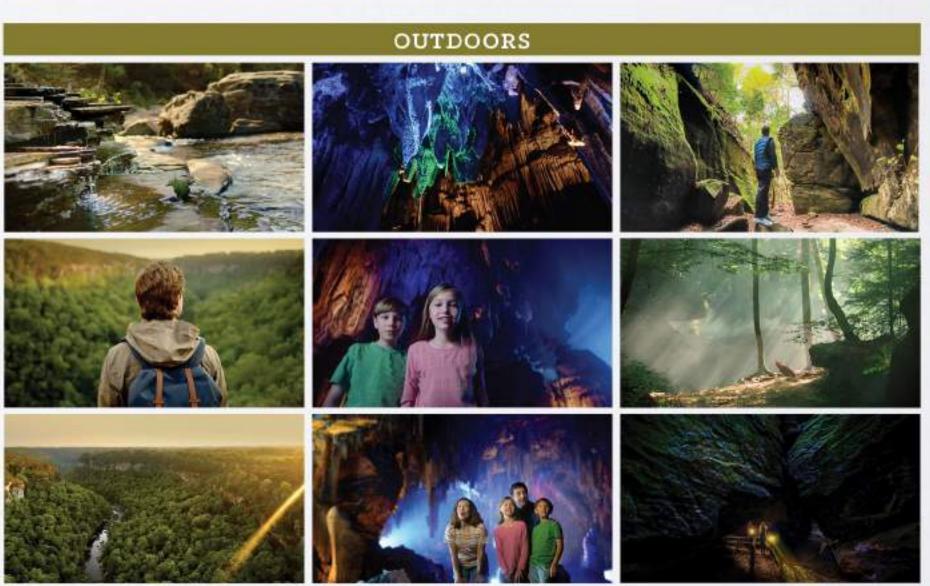


BRAND CAMPAIGN WITH ADDITIONS











Digital Brand Units

Refresh and Optimize Portfolio

















BRAND | DIGITAL BANNERS

The background image will change while the text animates on screen. We can create a few versions of this style, alternating the sense and the background image.









BRAND | DIGITAL BANNERS | VERSION 2

The background image will change while the text animates on screen. We can create a few versions of this style, alternating the sense and the background image.









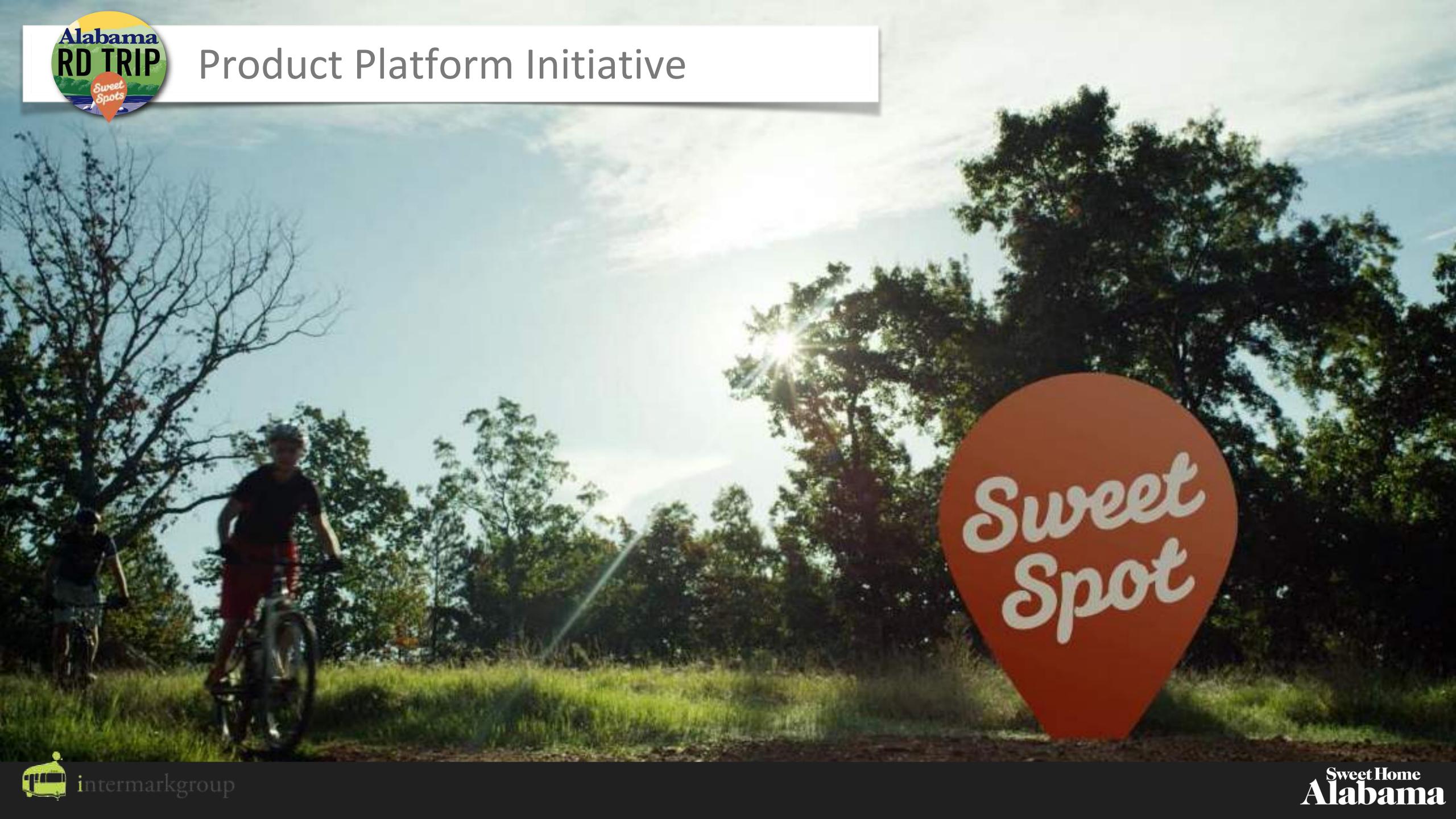
BRAND | DIGITAL BANNERS | PROMOTION

We run a trip promotion through a digital banner campaign.











BUDGET 21%

(72% paid media, 28% prod.)

Description

Evolved legacy product platform consisting of 80+ "Road Trips" content requiring maintenance and updating and "Sweet Spots" advertising platform and Alabama.travel user experience platform.

Objectives

Drive focused consideration, exploration and trial across a myriad of AL destinations with media spend emphasis on neighboring states and drive-distant target audiences.

Overall strategy

Expand "Market Sweet Spots" RTJ/Gray portfolio with three new :25/:05 TV spots.

Expand "Experience Sweet Spots" portfolio with new concept for paid digital advertising (rich media, social, mobile, display, video) to drive evergreen consideration and exploration.

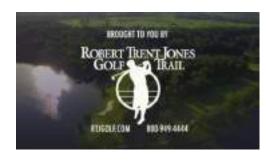


TRIP Product Platform Experiences and Destinations

RTJ Market Sweet Spots for Gray TV:



Auburn



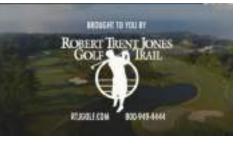
Muscle Shoals



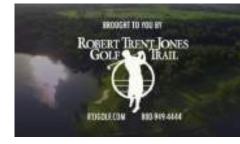
Gulf Coast



East Shore



Montgomery



Mobile



Huntsville



East Alabama



Sweet Spots Experiences for Digital Display:



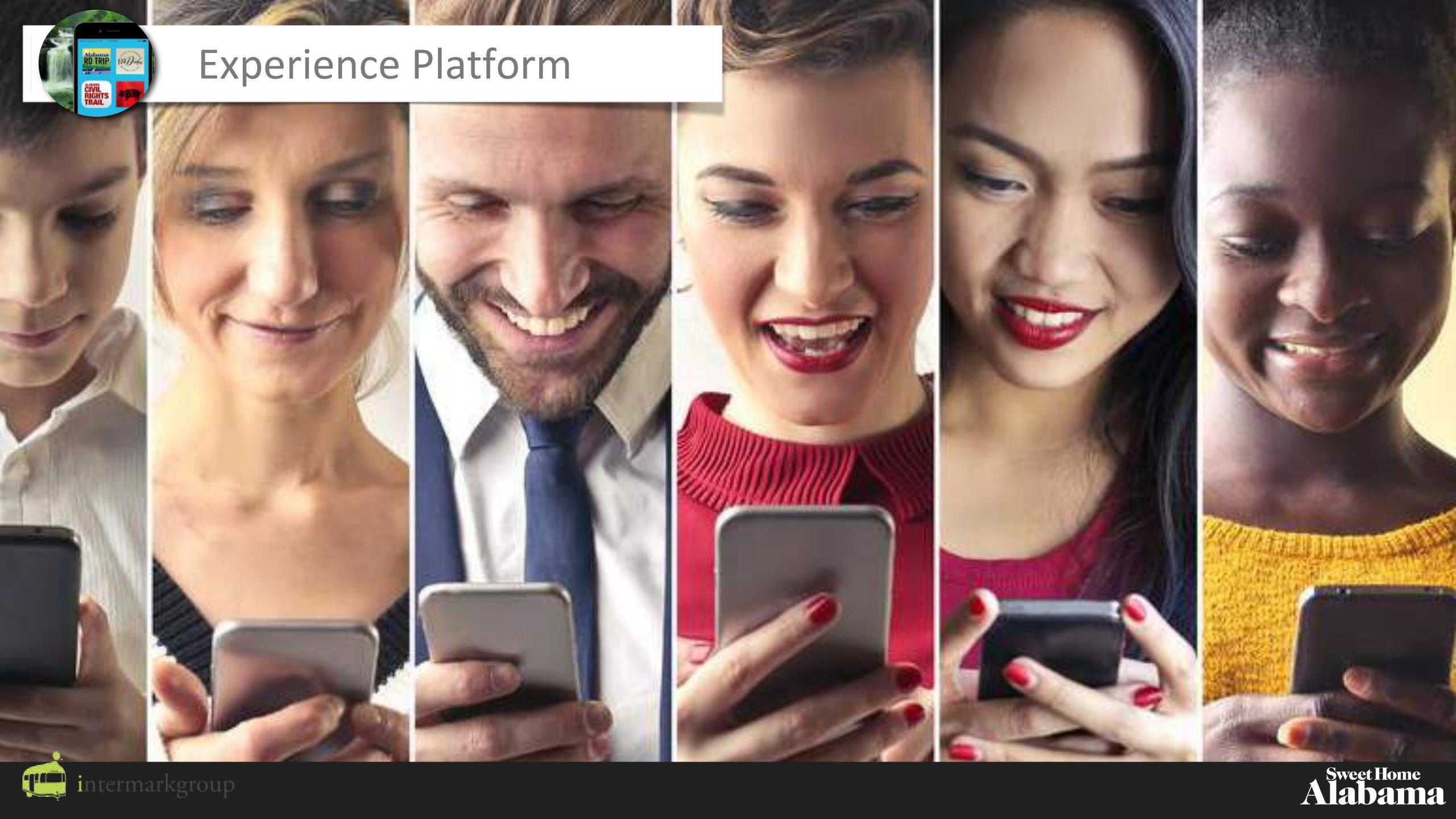


PARTNERSHIP





gray





BUDGET 10%

(Integrated promo: \$70%; Paid promo media: 30%)

Description

Evolved ATD Experience portfolio inclusive of website, planning tool, owned social channels and mobile apps.

Objectives

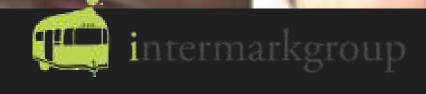
Elevate overall user experience and SEO for Alabama.travel and mobile apps to enhance site performance and usage metrics.

Drive utilization of existing ATD experience platform tools and channels to strengthen destination consideration, exploration, visitation and advocation.

Expand consumer generated content library for cross-channel usage.

Overall strategy

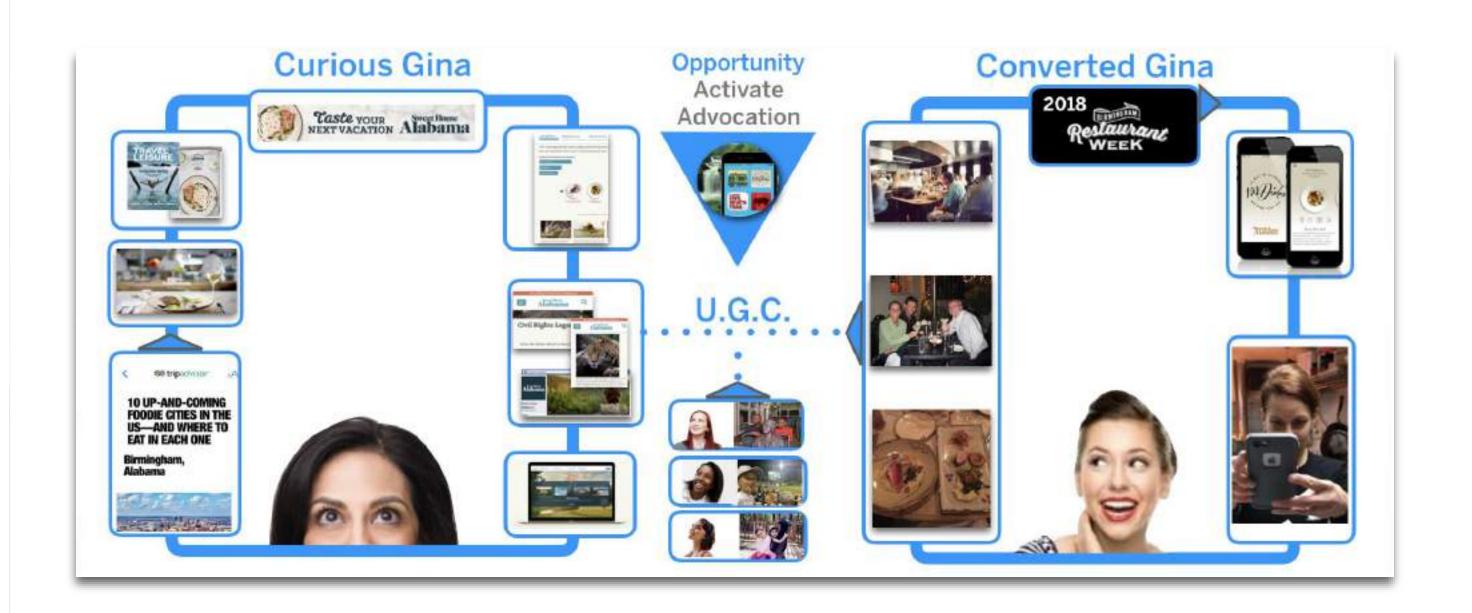
Activate advocation and increase ATD experience portfolio awareness and usage through a fully-integrated promotional program around a key brand platform inclusive of PR, social, partnerships, promo paid media and event marketing.





Cross-Channel Usage

Site/Social/Apps



Integrated Promotions

Consumer generated content



Key brand platform



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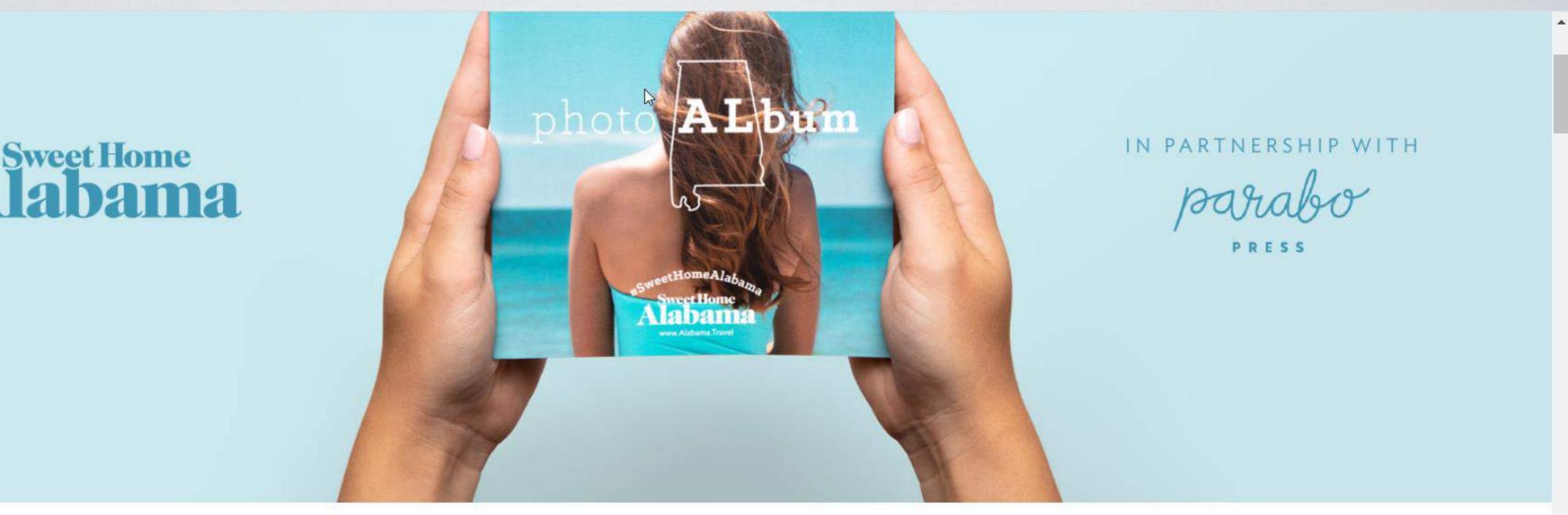


PHOTO ALBUM





PHOTO ALBUM



Savor each sensory detail of your Alabama vacation. And create a Photo ALbum while you're at it.

PHOTO ALBUM







The Continuing Evolution of Alabama. Travel!









PARTNERS.ALABAMA.TRAVEL

Alabama Tourism Partners The official site for location and event administration	Sign in
Signed out successfully.	×
Password Remember me on this computer Sign in Forgot your password? Don't have an account? Sign Up Didn't receive confirmation instructions? Resend Need Help?	
Sweet Home Alabama ©2001-2020 Alabama Tourism Department Privacy Policy Alabama Tourism Websites Official Travel Site of Alabama Alabama Tourism Department + Tourism Partners	Visit The USA. com

Alabama Tourism Partners The official site for location and event administration



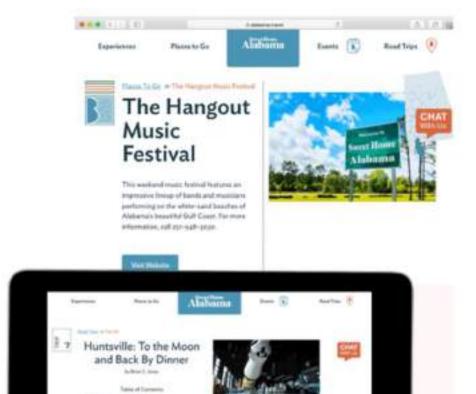
Email		
Password		
Password		

Promote your organization online and in Alabama Tourism content

It's Free!

As an Alabama Tourism partner, you can list and manage locations and events for your organization or business to be included on our website and other Alabama Tourism media content - at no charge to you.





The U.S. Space & Rocket Corner (One Transpilling Bour, 1-from 432-1123). in Huntwille is he legact and most comprehensive space Right museum in the world. Located just off Igify, the center is easy to spot from index away by the jull-story region of the Saturn V cooler.

standing in front of it. The space center's side parking list is located alongside the futuristic

Sweet Home Alabama @2001-2019 Alabama Tourism Department Privacy Policy

Alabama Tourism Websites

Official Travel Site of Alabama Alabama Tourism Department > Tourism Partners

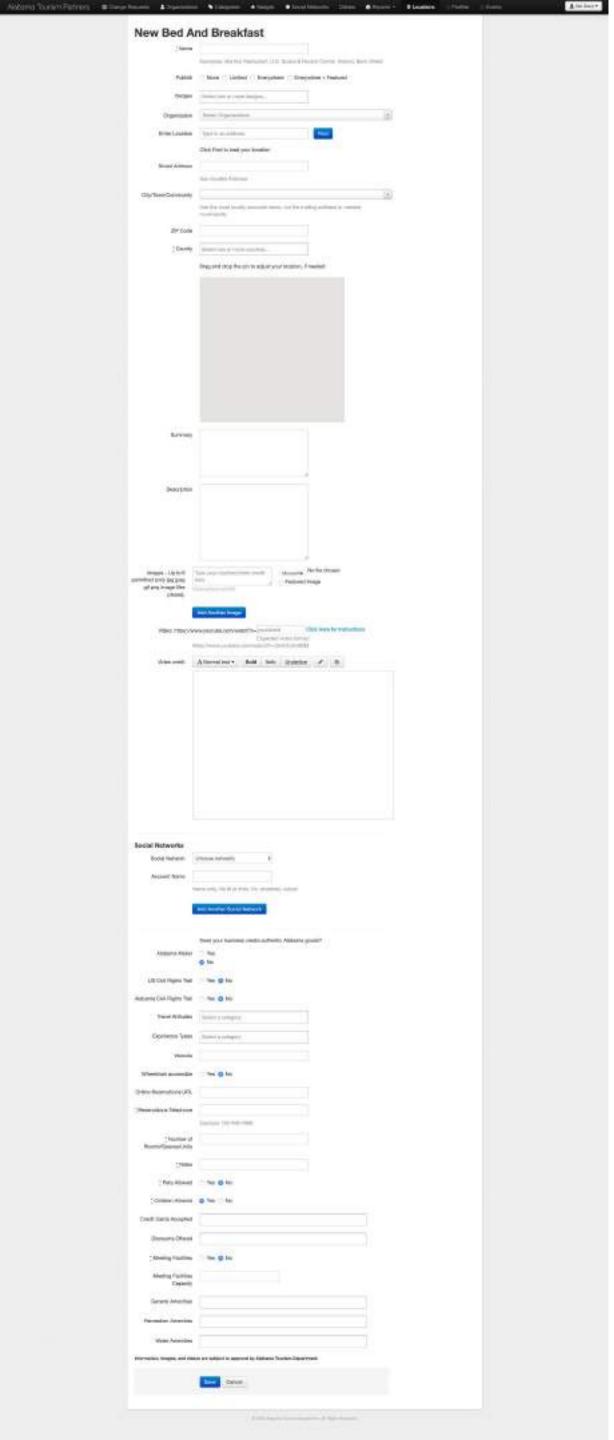












Location	Availability
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Places To Go » Town of Bear Creek Twin Forks Park

Town of Bear Creek Twin Forks Park

Bear Creek

Not provided















Places To Go » ChuckWagon BBQ

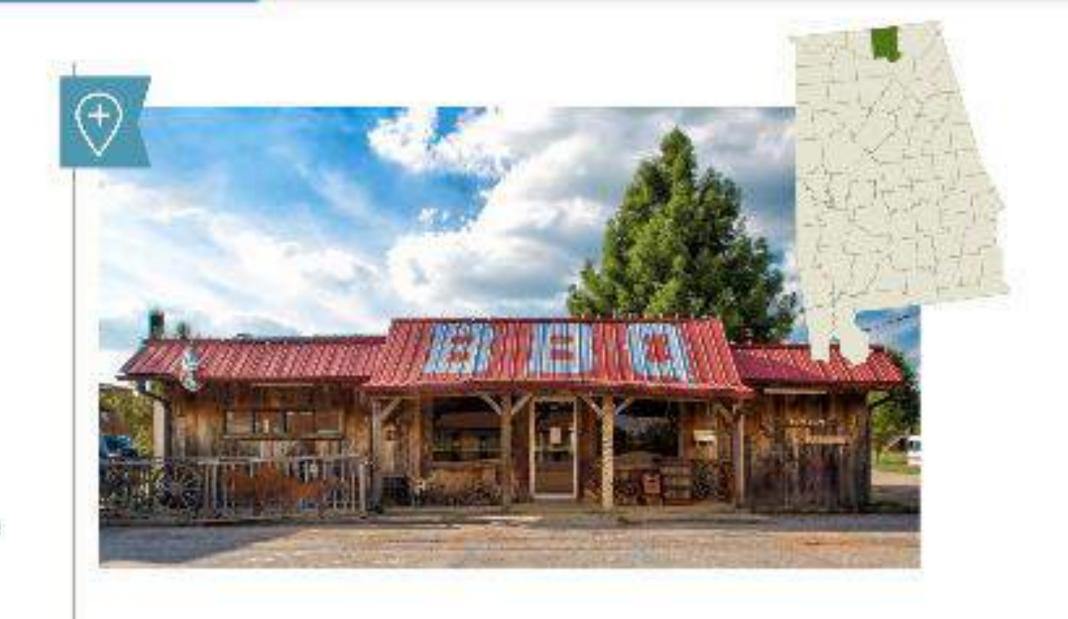
ChuckWagon BBQ

Madison

Take out only resturant. Specializing in Texas style cooking. Serving Beef Brisket, Pork Ribs, Chicken, Sausage. Baked Beans cooked on the grill and our own receipe Slaw. Red Sauce and White Sauce made here only. BBQ sooooo good.....it's BAD!!



Visit Website 3





Visit Us

8982 Madison Blvd Madison AL, 35824

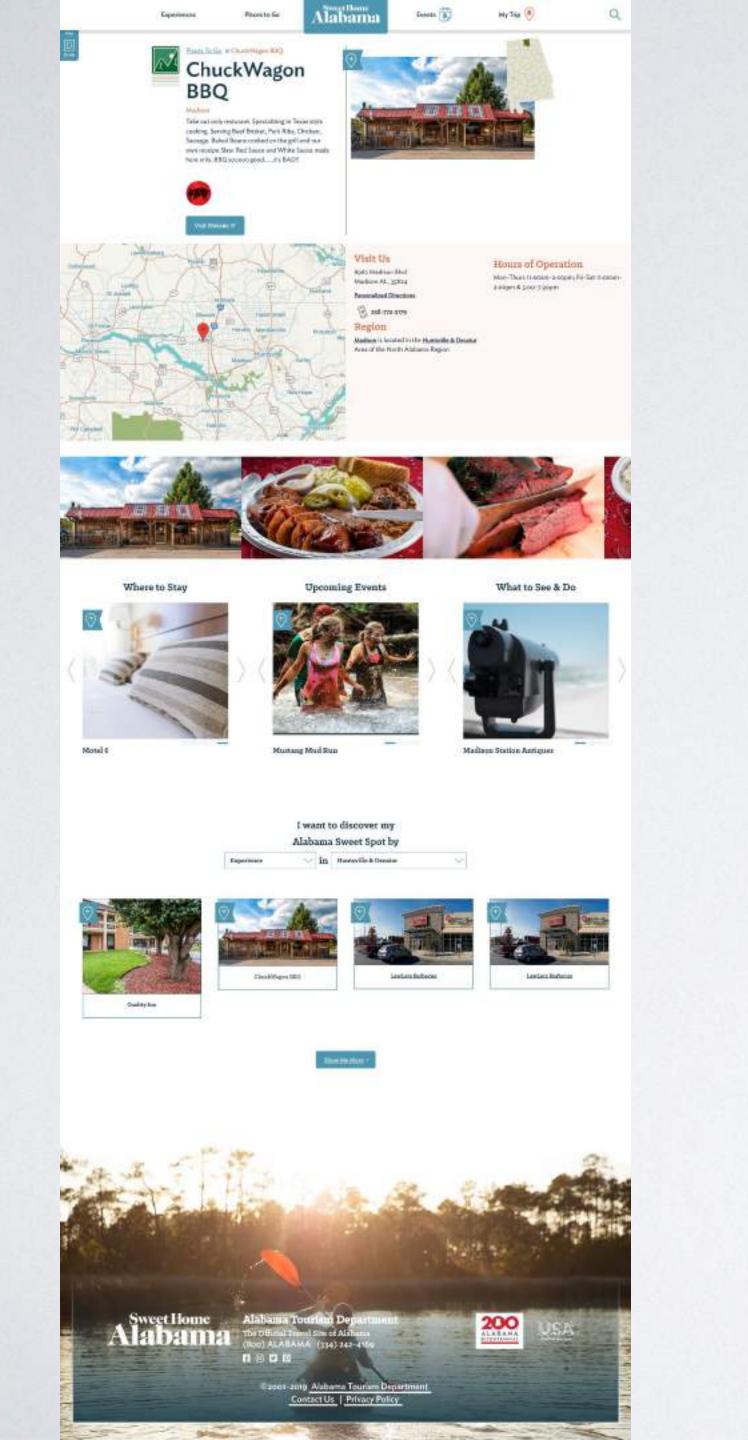
Personalized Directions



256-772-5179

Hours of Operation

Mon-Thurs 11:00am-2:00pm; Fri-Sat 11:00am-2:00pm & 5:00-7:30pm







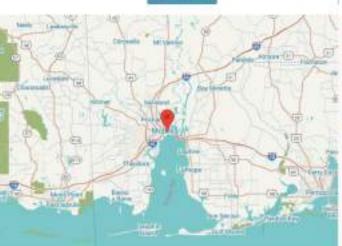
gure blazing! There are always surprises and special



My Trip



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USS Alabama Bartledrip Memorial Park
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Personal and Directions

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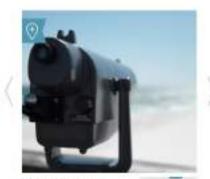


Where to Eat

Where to Stay



Ruth's Chris Steak House

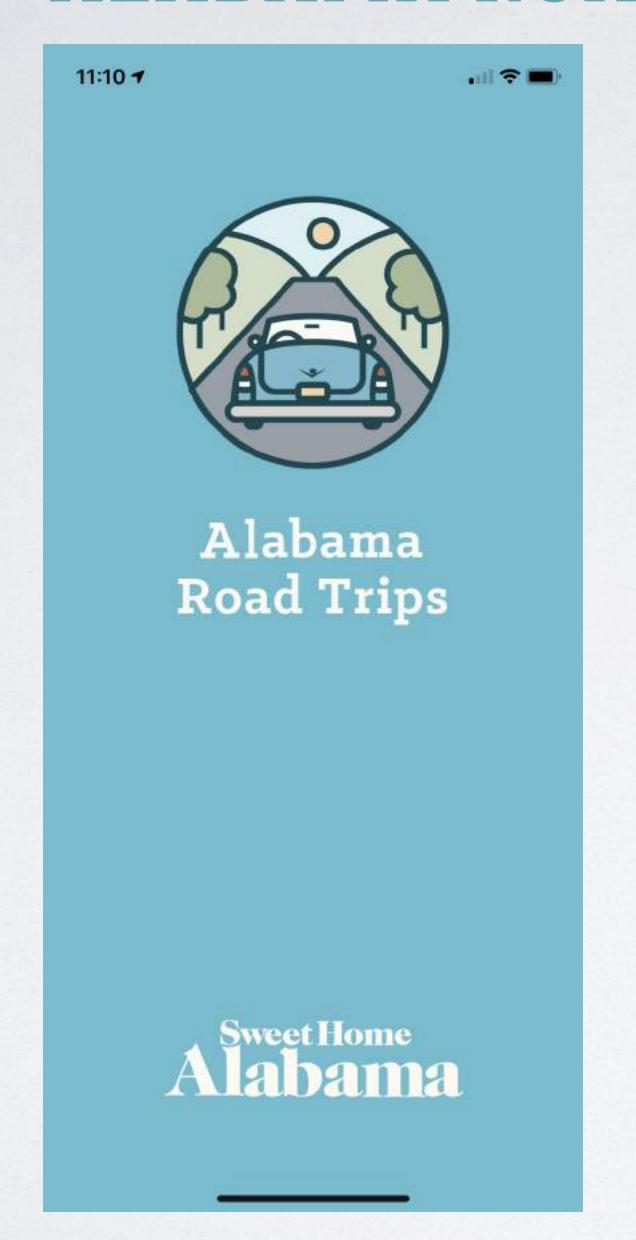


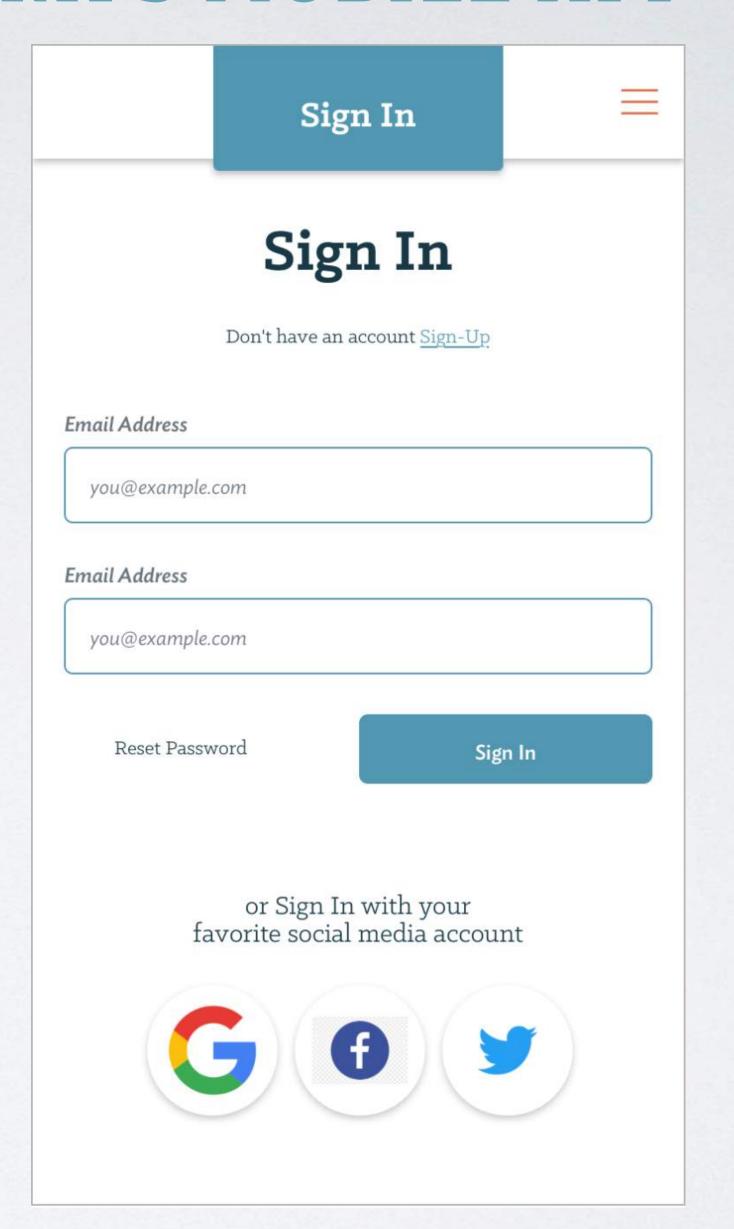
What to See & Do

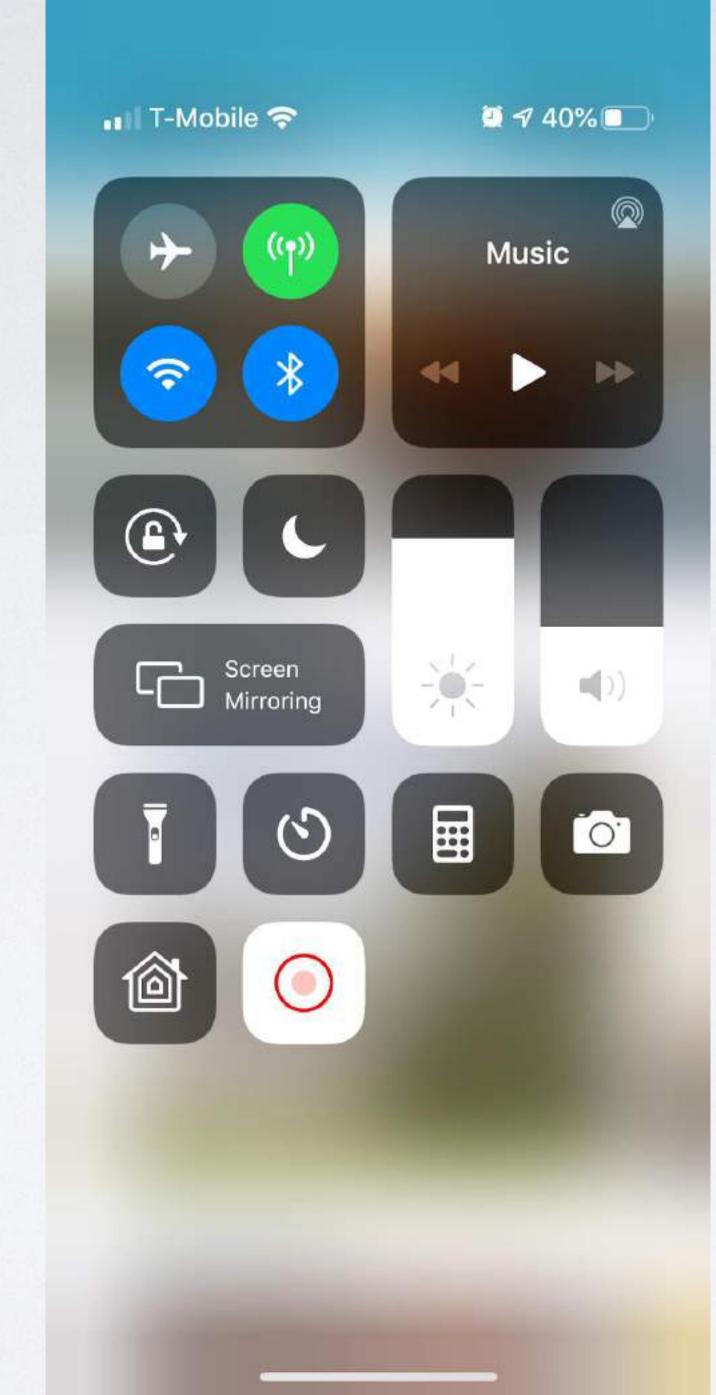
Mobile Arts Council



ALABAMA ROAD TRIPS MOBILE APP













<u>____</u>

FIND OUT WHO THE BIG WINNER IS SOON

Alabama Alabama



<u>____</u>





Food Contest Update

Campaigns have launched in Charleston and Kansas City as their respective restaurant weeks have started.

New York City, Chicago, Nashville, Los Angeles will launch throughout January.



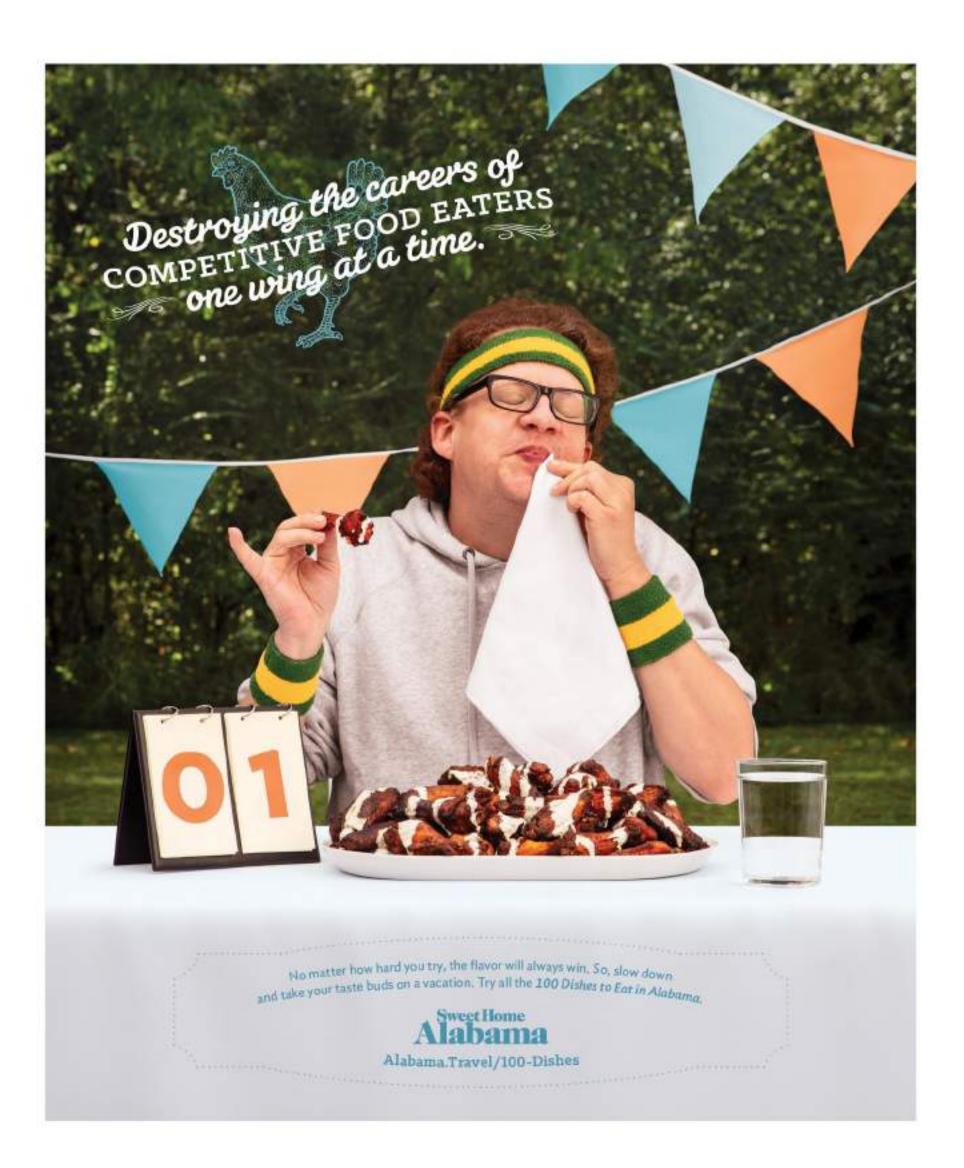




The New York Times Magazine









No matter how hard you try, the flavor will always win. So, slow down and take your taste buds on a vacation. Try all the 100 Dishes to Eat in Alabama.

Alabama

Alabama.Travel/100-Dishes



It's the flavor that slows down the fastest competitive food eaters. Try the 100 Dishes to Eat in Alabama for yourself. Discover the taste of Sweet Home Alabama.

Alabama

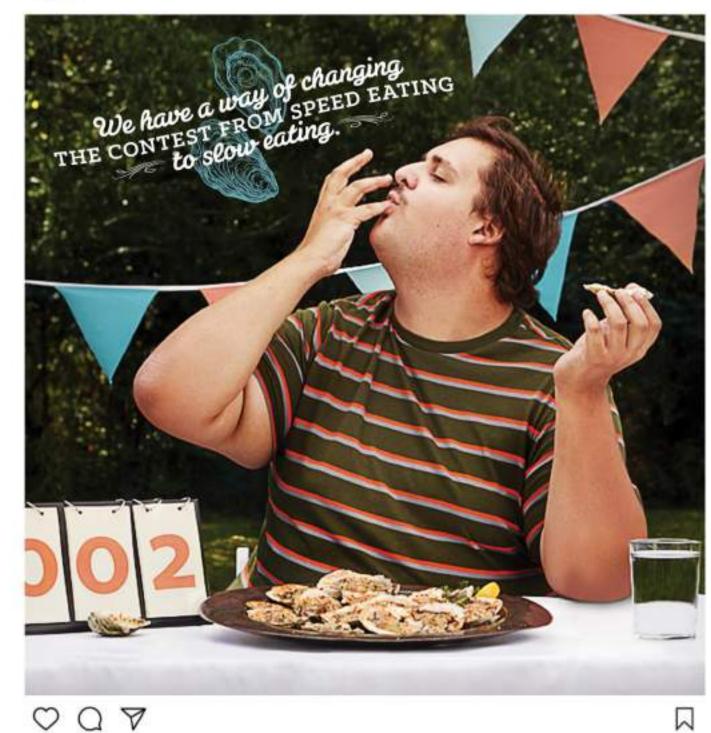
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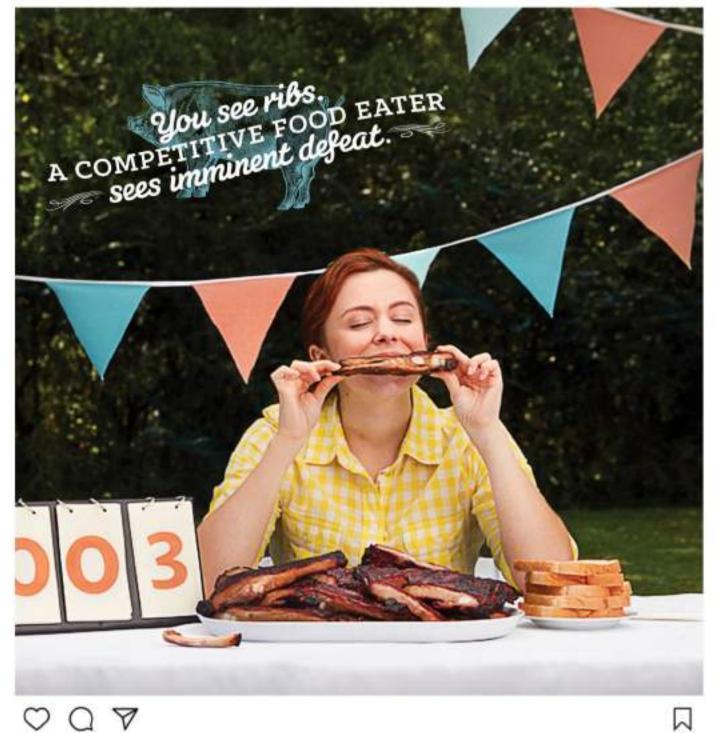




alabamatravel It's the flavor that slows down the fastest competitive food eaters.

Try the 100 Dishes to Eat in Alabama for yourself. Discover the taste of sweet home Alabama. Click the link in the bio to see the list of famous dishes.





alabamatravel No matter how hard you try, the flavor will always win. So, slow down and take your taste buds on a vacation. Try all the 100 Dishes to Eat in Alabama. Savor the flavor. Click the link in the bio to see the list of famous dishes.





OOA

alabamatravel Slow down and savor the flavor. Try all the irresistible 100 Dishes to Eat in Alabama and discover why it's a bad idea to try to win a food eating contest here. Click the link in the bio to see the list of famous dishes.











Experiences

Places to Go











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100 Dishes to

We have a way of changing the contest from speed eating to slow eating.

Maybe it's because of our award-winning chefs who turn local



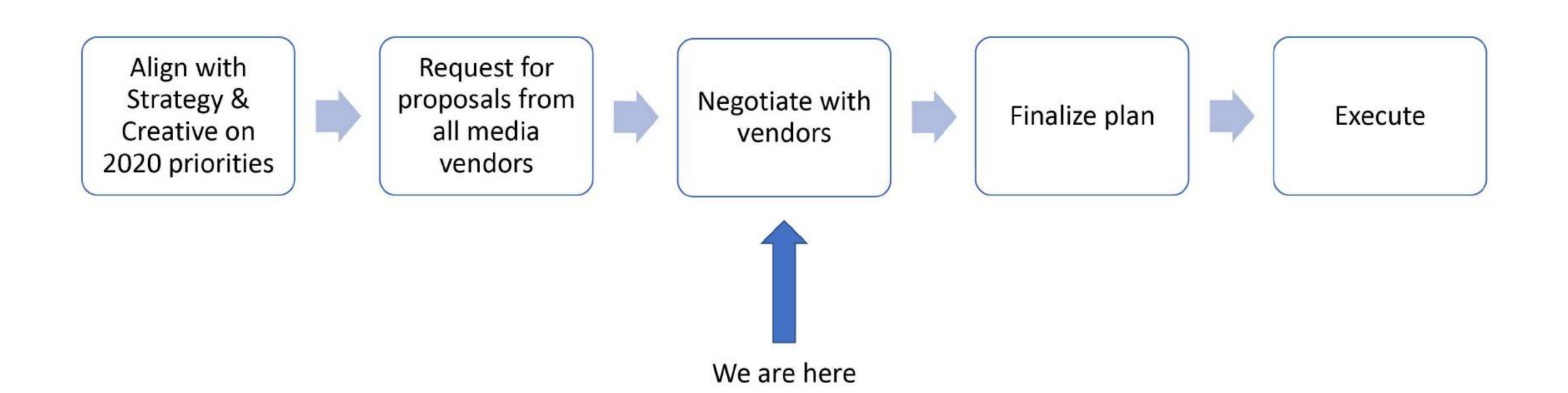


2020 Media Objectives & Strategy

- Influence the influencers
 - Tourism, other subject matter experts (food, music, science etc.)
 - Professional content producers and their devoted fans
 - Content environments that suit the purpose and tenor of the campaign
- Engage the curious
 - Drive traffic to the website especially organic traffic
 - Use social media to provide platform for engagement and amplify influence
 - Use targeted digital tactics to direct the piqued



Media Planning & Purchasing Process



Media Considerations

















bon appétit







FY2020 PLAN OVERVIEW



BRAND



PRODUCT



EXPERIENCE

PAID

Job

Develop, plan & measure integrated campaign platform targeting potential SE travelers.

Components
Utilize existing and develop new TV, print,
digital, social, experiential, OOH

Job

Create and plan integrated campaign utilizing existing and new "Sweet Spots" campaign assets.

Components

TV: 3 "Market SS" spots Video: :15 pre-roll "Science/Discovery". Display: rich, banner, mobile and paid social ads.

Job

Promote ATD planning tools and apps through paid digital media.

Components
Promoted and paid social posts.

OWNED

Job Extend brand idea through ATD properties

Components
Site: new & updated content

Social: channel specific SHA engagement

Job

Enhance & promote app and online content

Components

App/Site: Optimize UX (brand & function).

Update and maintain content.

Social: promote site/apps across channels.

eMarketing: newsletter

Job

Update and optimize Alabama.travel Update and maintain ATD apps. Develop integrated experience promo.

Components

Site, Apps: UX/SEO optimization, update & Integration. Social: robust programs to optimize UGC and advocation

EARNED

Job

Develop share-worthy content to amplify buzz/media coverage. Utilize current and new experiential assets in selected feeder markets.

Components pr, social, event

Job

Drive awareness and advocacy for site and Road Trip app

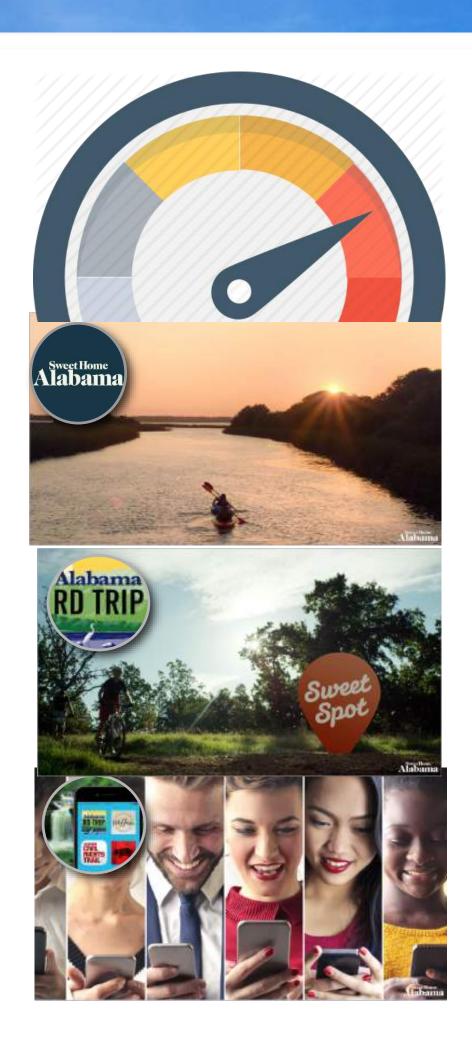
Components
Consumer and Trade (AL customers) PR.

Job

Develop PR plan to enhance exposure of ATD planning tools and mobile apps.

Components PR, Promotional/Sweeps

2020 KPIs



Business

• 5-7% increase in overall lodging tax revenue

Brand

Brand metrics tracking through research

Paid

- YOY increases in Delivery, Reach, Impressions
- YOY increases in Digital advertising metrics (Clicks, CTR, CTC, VTC)
- Channel and ad unit tracking and performance
- YOY increases Site traffic, events, targeted origins, conversions

Owned

- YOY increases in Engagement, Fan Growth, Reach
- YOY increases in promoted mobile app downloads
- YOY increases Site traffic, events, targeted origins, conversions

Earned

YOY increases in Ad Value Equivalencies, Placement

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YOY increases Site traffic, events, targeted origins, conversions

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Sweet Home Alabama

www.Alabama.Travel